

# LATIN AMERICAN REPORT

FEBRUARY 1957

50c

**GUATEMALA** Increased agricultural output . . . realistic social reform . . . thriving tourist trade keynote new life goals of Castillo Armas Administration.

**CUBA** Increasing small well oil production boosts hopes for greater development of domestic petroleum reserves.

**COLOMBIA** New commercial air agreement with United States postures Colombia as hemispheric gateway.

**CARIBBEAN** U.S. Senator Smathers tours island area . . . fears evidences of political immaturity impairing dollar investment flow.

## CARNIVAL IN THE AMERICAS





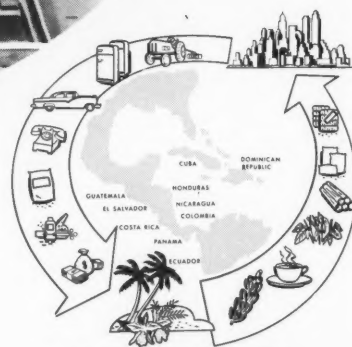
## YESTERDAY A COUNTRY TRAIL...TODAY A RAILROAD

New railroad construction is the first essential when uninhabited lands of tropical America are brought into banana cultivation.

Planning, building and running a railroad demonstrate in action the vital cooperation between the Americas. Rails, rolling stock and modern Diesel locomotives come from the North . . . engineers, workers and other personnel, born and bred in that tropical land, operate the line. They bring materials to build new towns, they link the farms with seaports and markets of the world. The crops they transport over the railroad return dollars and manufactures to the workers . . . new implements, automobiles, tractors, refrigerators, telephones and furnishings for better living.

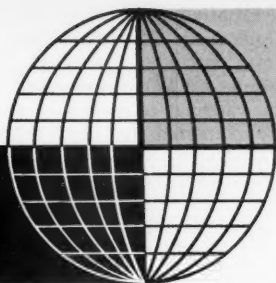
In this Living Circle of trade and communication lies the greatest opportunity for the peoples of the Americas. This free way of life, developed through interdependence, makes the Western Hemisphere stronger every day.

**United Fruit Company**



### THIS LIVING CIRCLE STRENGTHENS THE AMERICAS

United Fruit Company has been serving the Americas usefully for 56 years—reclaiming wasteland, stamping out disease, developing human skills, helping by research, new techniques and transportation, to increase the production and sale of bananas, sugar and other crops, and expediting communications.



# OUTLOOK

## THE HEMISPHERE

... As statistics for 1956 started trickling in, a rosy picture of Latin America's expanding trade activities began to take definite form. Preliminary figures show that the aggregate foreign trade of the 20 Latin republics scaled a new peak last year. During the year's first six months, world trade for the area totaled \$4.2 billion in exports and \$3.7 billion in imports, more than half of which was with the United States. Totals for the year can well be expected to have crossed the \$8 billion mark.

But the emerging figures are also sketching again a familiar, unhealthy characteristic of the Latin American trade pattern: vigorous efforts to promote bilateral trade ties with the United States, Japan, and various European nations, at the expense of developing inter-Latin American commercial traffic. In consequence, notwithstanding the burgeoning trade figures, this traffic has contributed little toward the broadening of national economies—much less plans for complementary industries to satisfy regional requirements—since it emphasizes the classic exchange of Latin American raw materials and agricultural products for finished goods from traditional sources.

To score the condition with irrefutable data, the United Nations' Economic Commission for Latin America published late last year its study of inter-Latin American trade. The study reveals a chronic stagnation in trade activity between the 20 Latin republics compared to their commercial dealings with other nations of the world. In the period between 1946 and 1953, the value of inter-Latin American exports accounted for only nine percent of the region's total exports; imports for the same years came to a mere 12 percent of the total.

These figures assume a greater significance with the realization that 90 percent of that business was transacted between six of the republics—Argentina, Chile, Brazil, Uruguay, Bolivia and Paraguay. The remaining 10

percent represents trade relations between Mexico, Central America and the Antilles. Interchange of goods between the southern and northern Latin countries has been practically nil. And even in the few areas with encouraging internal trade activity there has been a tendency to shrink instead of to expand. Thus Mexico, which between 1946 and 1951 sold to other Latin nations about 6.7 percent of her exports, last year dropped to an even smaller percentage of business with her southern neighbors.

Reasons abound for the existence of this deplorable condition. Inadequate transportation facilities between the countries, non-complementary economies, absence of multilateral trade and payment agreements and the inconvertibility of major Latin American currencies are but some of the major obstacles. Unhappy consequence of this trade atrophy is reflected in a lopsided industrial development, characterized by duplication of effort, natural and technical resources; by inefficient allocation of capital, and by the existence of 20 tightly segregated economies which breed industries predestined to limited growth because of limited domestic demands.

Recognition of the problem emerged at the Presidents' Conference in Panama last July and has been taken up as a definite challenge by the UN's Economic Commission for Latin America. Meeting in Santiago, Chile, last November, the ECLA Trade Committee narrowed down its objective to the study of three key areas in the inter-regional trade picture:

- Trade and payments agreements and the most recent currency exchange reforms in certain Latin American countries.

- Consequences of isolating compensation accounts and the non-transferability of trade balances.

- Possibilities of expansion for inter-Latin American trade in semi-finished products and manufactured goods.

Immediate upshot of the Santiago meeting was a three-fold plan of action to 1) survey the Latin American regional market and produce an outline

agreement for a multilateral payments system; 2) encourage the formation of a group representative of Latin American central banks to set up a multilateral payments system; 3) obtain from the ECLA Secretariat an inventory of Latin American industries capable of serving more than a domestic market.

Heartened by such a vigorous, direct program which seeks to attack the root of Latin America's interregional trade indolence, economists are looking forward to the ECLA Trade Committee's next meeting in La Paz in May. Already scheduled for that gathering is the creation of the Latin American payments system, existence of which will be a tremendous incentive to the development of robust, mutually beneficial inter-Latin American trade relations.

## COLOMBIA

... After a flying trip to the United States for closed-door talks with New York and Washington bankers, energetic Finance Minister Luis Morales Gómez unveiled the second phase of his aggressive blueprint for pulling Colombia out of the chaotic financial entanglement which threatened to throttle the national economy (see LAR, December 1956).

Under the plan—disclosed on the last of a 60-day period Morales requested to formulate his solutions—Colombia will pay immediately about \$75.6 million to United States banks. This covers 60 percent of the \$126 million commercial debt Colombia has piled up in this country. Fifty million dollars of this sum will be put up from dollar reserves of Colombia's Bank of the Republic; the rest will be provided by a loan from the Colombian Coffee Growers Federation. The balance of \$50.4 million will be paid in 30 equal monthly installments to individual United States banks (Chase Manhattan, Chemical Corn Exchange, Schroeder) with which Morales recently negotiated. Finance Minister Morales also announced the future issuance of negotiable Colombian Government bonds, bearing four percent interest, to back-stop this obligation.

In effect, the New York bankers' agreement with Morales amounts to a loan to Colombia—a loan which has caused considerable speculation in international financial circles because none of the usual conditions were revealed as contingent on the transaction. In Bogotá it was learned that Morales opposed—and backed down—the New York bankers' preliminary suggestion that Colombia seek funds from the Export-Import Bank for its commercial debt payment. Minister Morales' argument was that this ac-



tually would further compromise Colombia's credit abroad while failing to utilize the country's own financial resources, considerably strengthened since Morales instituted his drastic import-curbing measures several months ago.

As United States exporters relaxed at the prospect of collecting long overdue letters of credit and Colombian businessmen anticipated resumption of normal trade relations abroad, it looked as if financial medicine man Morales has been prescribing the right tonic for his homeland's ailing economy.

... Colombia's most tantalizing political question—What will President Gustavo Rojas Pinilla do when his legal term expires in August, 1958—has at last been answered. The strong-handed military ruler chose the small town of Arbeláez near Bogotá in which to reveal his intentions. Said the President: "I will continue governing." As principal reason for extending his military government through 1962, General Rojas explained that it is necessary to protect the program of "the new republican order against the old democratic disorder."

The scene for Rojas Pinilla's declaration of intentions was set a week before by his Minister of War, Major General Gabriel Paris. "Acting in the name of the country's armed forces," the general "demanded" that President Rojas continue in office for the next term. As published in the government paper, *Diario Oficial*, General Paris and fellow officers considered this an essential move in view of the country's present situation and the consequences a free election might produce.

Close on General Paris' declaration came a volley of similar proclamations from supporters of the Rojas regime, from various government controlled entities and from a number of official and semi-official newspapers.

Official government censorship has of course effectively muffled the opposition's howl of protest. But two opposition leaders, former Presidents Alberto Lleras Camargo and Mariano Ospina Pérez made known their "uncompromising" stand against the President's intentions and branded the proposal unconstitutional.

The government has its own views about the constitutionality of the Rojas move. These were explained by Minister of State Arboleda Valencia, a few days after Rojas made his speech. Citing article and paragraph, Arboleda showed how in times of unrest, when a general election is inadvisable, the National Assembly has the constitutional power to elect the president. What Arboleda left unsaid but hardly unclear was that if the

government throws an election into the Assembly there would be little question that it could deliver the proper extension for Rojas to continue in power for another term. Since last November, when President Rojas persuaded the Assembly to accept 25 new members of his choosing, the government has held a clear cut majority in that body.

But one legal hurdle still obstructs Rojas' ambitions. According to Colombia's constitution, a president cannot be elected to succeed himself. Even in the case of an Assembly election, a candidate other than the incumbent chief executive should take over command. Wary Colombians, however, are not too hopeful that this last barrier will thwart the plans of the existing military regime. Not too many are placing wagers that a constitutional amendment won't be the next proposal to come out of government headquarters.

## COSTA RICA

... A full year before elections are scheduled to select President José Figueres' successor, Costa Rica's two principal political fronts have nominated their respective candidates.

As had been widely anticipated, the government's National Liberation Party chose as its standard bearer Francisco J. Orlich with Jorge Rossi Chavarria as the vice presidential candidate. This selection is considered by many at best as an awkward compromise, since the two men, both owners of forceful personalities, have led antagonistic factions within their party. Orlich, regarded as Figueres' personal choice, leans towards full-steam implementation of his party's socialistic policies. Rossi, on the other hand, favors a more gradual transition.

The oppositionists, a coalition of several smaller parties cemented only by their common dislike of Figueres and his party's political theories, launched as their candidate Mario Echandi Jiménez in a model convention marked by a surprising display of unity. Rivals for the nomination, most of whom have persistently shown intense individualism, pledged their support to candidate Echandi, a respected lawyer and member of the national assembly.

One of the defeated challengers, Fernando Lara Bustamante, told the convention: "My collaboration will be fully offered to the victorious nominee. This great convention is evident proof that victory is ours." Another contender, Manuel Escalante, declared: "I will fully cooperate with the victorious nominee ... we emerge from this convention all the more united ..."

From all appearances, the National Unification Movement has indeed united into a solid front. The Figueristas, until now fairly unconcerned about the yappings of a divided opposition, are reported to be considerably alarmed. A San José radio station broadcast that the government is thinking of scrapping the Orlich-Rossi slate. This would open the way for the substitution of less controversial personalities, someone more acceptable to the party rank and file and less susceptible to the barbs of the opposition. Two names already in the wind: Dr. Raul Blanco Cervantes for president (he is the incumbent vice president) and Dr. Carlos Sáenz Herrera as his running mate.

Orlich reportedly has been bucking other difficulties. Funds have been notably unavailable for his campaign and a smear rumor attacking him as a "foreigner"—although his family has resided in Costa Rica for several generations—has been circulating in political circles and cafes.

If Orlich and Rossi actually are forced out of the race before the voters go to the ballots next February, the opposition may have good cause for some pre-election victory celebrating. But regardless of who finally runs for the government's team, the next 12 months of campaigning should prove to be a lively affair in the traditional calm of Costa Rican political life.

## THE WEST INDIES

... Although the odds seemed to favor either Jamaica or Tobago, when all the votes were in Trinidad emerged as the chosen site for the capital of the Western Hemisphere's newest nation, the West Indies federation (LAR, September 1956).

At the capital-deciding conference held in Jamaica, delegates from Britain's former island colonies in the Caribbean also chose a name for the nascent country: The West Indies. Other formalities were on the agenda—fixing election dates in early 1958 for the first legislature, clarifying the mechanics of the Queen's appointment of the Governor General and the selection later on of the first Prime Minister.

As the West Indies capital-site, the island of Trinidad is probably the new nation's best suited—financially—to take on the burdens of government. Second largest in the island-chain, it is the most prosperous, thanks to its oilfields and busy industry. Natives of the poorer islands are hoping that in its new role Trinidad will lower its stringent immigration barriers and share its relative wealth more evenly all around.



## MUTUAL UNDERSTANDING

Last March when we embarked on the publication of this magazine, **LATIN AMERICAN REPORT**, our fundamental objective was expressed in one simple statement on the masthead: *to record and interpret the changing history of our hemisphere.*

We subscribed then to a credo predicated on a belief in the developing importance of the nations of Central America, South America and the Caribbean . . . the inevitable course of our country's destiny with those nations . . . and that closer ties in the Americas would be knit by increased knowledge of the problems, policies, and personalities which make up the history of these times.

Nearly a year has passed, a year filled with all the incredible headaches that beset a new publication. The problem of measuring up to our aim through the presentation of sound, timely information in a form best assimilated by our readers is no easy task—nor did we expect it to be. Certainly the job is far from over; as a matter of fact, can never be over as long as history is a moving force determined and described by men. And so it is with this realization that we shall continue to pursue our aim, knowing that only through mutual understanding in terms of specific events and trends can closer relationships be developed in the Americas.

Others too, in high circles, subscribe to this view. Witness United States Senator George Smathers of Florida who recently toured the Caribbean and Central American area to ascertain personally the various existent causes of political unrest. His findings appear in this issue as a special report.

The senator was concerned with a specific problem—solution of which will do much to stimulate the flow of investment dollars into the area. He returned more firmly convinced than ever that the solution to this and any other problem could and would be found through mutual understanding. It was therefore very gratifying to us that shortly after his return to the floor of the Senate, he singled out our magazine as contributing toward a better understanding throughout the Americas. As recorded in the *Congressional Record* of February 11th, this is what Senator Smathers had to say:

*Mr. President, I should like to call to the attention of the Senate a publication which is playing an important role in the strengthening of inter-American relations by creating an understanding of mutual problems throughout the Americas. The publication, Latin American Report, which is a monthly magazine, continually contains excellent material concerned with the economic, cultural, and political relations between the United States and our neighbors of Central and South America. Its attractive presentations are well known in many nations, and I wish to commend it highly to my colleagues in the Senate.*

*William G. Gaudet*

PUBLISHER

**THIS MONTH'S COVER:** Dance of the Conquest is colorfully reproduced in Guatemala's Atitlan region by costumed protagonists of Indian Chief Tecum-Uman (left) and Spanish Conquistador Don Alvarado. Color photograph courtesy of Pan American World Airways.

**CHANGE OF ADDRESS:** Send old address, exactly as it appears on your magazine label, along with new address, including zone number. Allow at least four weeks to effect change.

# LATIN AMERICAN REPORT

*Published monthly to record and interpret the changing history of our hemisphere.*

FEBRUARY 1957

VOL. 1

NO. 10

## Contents

### ARTICLES

<i>Portrait of a Nation:</i>	
NEW LIFE IN GUATEMALA	10
<i>March of History:</i>	
MARINA—CONQUISTADOR'S CONQUEROR	20
CUBA'S BLACK GOLD RUSH	24
<i>Special Report:</i>	
U. S. SENATOR GEORGE SMATHERS	28
NEW AIR LANES TO COLOMBIA	30
CARNIVAL IN THE AMERICAS	34
COLOMBIA'S INTERNATIONAL FAIR	44

### FEATURES

Outlook	1
Letters	4
Washington Letter	6
People in the News	9
Books	46
Around the Hemisphere	48

### EXECUTIVE STAFF

William G. Gaudet	Publisher
Scott Seegers	Washington Editor
Dinty Warmington	Whiting
	Associate Editor
Tilden Landry	Art Director

### Contributing Editors:

Maurice D'Arlan Needham  
Jay Mallin  
Alfred Barrett  
Hernando Gómez V.

### Editorial Assistants:

Harry Caicedo  
Mary Catchings

### Circulation:

E. T. Davis

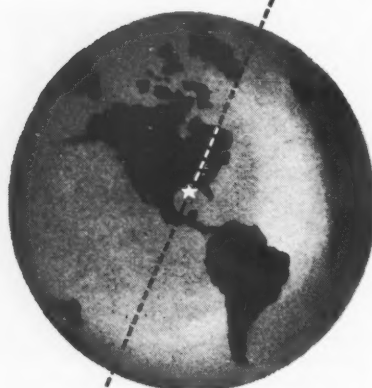
### FOREIGN NEWS

Field representatives stationed in: Mexico City, Mexico; Guatemala City, Guatemala; San Salvador, El Salvador; Tegucigalpa, Honduras; Managua, Nicaragua; San Jose, Costa Rica; Panama City, Panama; Bogotá, Colombia; Quito, Ecuador; Lima, Peru; La Paz, Bolivia; Santiago, Chile; Buenos Aires, Argentina; Montevideo, Uruguay; Rio de Janeiro, Brazil; Caracas, Venezuela; Havana, Cuba.

**LATIN AMERICAN REPORT** is published monthly by Latin American Reports, Inc., International Trade Mart, New Orleans 12, La. Single issue price 50c. Subscription \$5.00 per year. Foreign Rates (boat mail) \$6.00. President, William G. Gaudet; Vice President, Sidney M. Toca; Secretary-Treasurer, Yvonne M. Dufrechou; Directors: Sidney M. Toca, George L. Kanel, William G. Gaudet, Yvonne M. Dufrechou, Parks B. Pedrick, Lee Emery, Jr. Second Class Mail Privileges authorized at New Orleans, Louisiana.

**PHOTOGRAPHS IN THIS ISSUE:** 9, A. H. Clapp, Conrad Wrzos, Direccion de Publicidad, Palacio Presidencial; 10-19, Direccion General de Turismo; 24-27, Cuba Petroleum News Digest, Jay Mallin; 30-33, Pan American World Airways, Hernando Gómez V., Standard Oil Company (N.J.); 34-43, Pan American World Airways, Trinidad & Tobago Tourist Board, Cuban Tourist Commission; 44-45, Hernando Gómez V.

Goods from ALL  
the WORLD



in ONE  
BUYING PLACE



Save Time and Money—  
Make One Buying Trip

In this famed marketplace you will find goods from all parts of the United States and from practically every country in the world.

This convenient concentration makes possible surprising savings on your buying trips.

Next time, make your first stop at the International Trade Mart.

Write now for facts about how this unique institution can serve your business.

INTERNATIONAL TRADE MART  
NEW ORLEANS, U.S.A.

## LETTERS

### Authors & Critics

Dear Sir:

Having returned last week from a year's stay in Central America, I read with interest the review of my recent book on Guatemalan communism in your January issue . . . I wish to correct one or two misconceptions of the reviewer, Mr. Frank Brandenburg.

The reviewer's main point is that I somehow assume "right or wrong, my country," as he puts it. He suggests that I was blind to the economic and social inequities of Guatemalan life, as well as inadequate U. S. policy. This misses the principal point.

My object was to describe the mechanisms, the governmental and economic techniques by which, right or wrong, the communists sought to gain control of the Arbenz regime. The official U. S. position, the action of United Fruit, and the intervention of the State Department were not, therefore, directly relevant.

Mr. Brandenburg is evidently critical of past U. S. diplomacy in the area, as well as the United Fruit position. In this he shares his criticism with myself. However, I was concerned with the infiltrating tactics of the communists, not, for example, the repercussions of United States involvement in the Castillo rebellion — repercussions which the other Latin Americans will not soon forget. I certainly never even suggested basic agreement with "my country, etc."

His major criticism, as I see it, is centered on an issue . . . basically foreign to my purpose and generally irrelevant. And finally, when he says that I "falsely report events and the spirit of various policies," I can but suppress my genuine astonishment and ask when? Where? On what page?

JOHN D. MARTZ III

Framingham Centre, Mass.

### Communism in Ecuador

Dear Sir:

First let me express my appreciation for your magazine which seems to fill an area formerly void in building better understanding and greater exchange between the Americas.

I was surprised to find in reading "Letters" in my January issue of LAR, that no one called attention to the misrepresentation given Ecuador in your December article, "Reds Menace Latin America." Fifty percent of the pictures . . . implied that Ecuador is a communist stronghold . . . however, Ecuador was not mentioned in the story. It would seem only right that your correspondent should have given the reader an analysis of communist influence in that country.

STANLEY DREYER

St. Paul, Minn.

*Editor's note: LAR's article was not intended to give a country-by-country analysis of communist activity; rather to outline party goals and tactics in infiltrating the Hemisphere. Direct reference to several countries therefore was omitted.*

### Batista's Cuba

Dear Sir:

In your annual outlook on Cuba (LAR, January), an error has been made in your report which I would like to correct. Batista did not overthrow any "bloody and dictatorial regime" as you said, since his coup d'etat of 1933 took place when Dictator Machado was no longer in power and the government in office was completely harmless.

Batista's gesture of stepping down after his candidate had been defeated in the elections of 1949 consisted simply in not having another coup d'etat immediately but reserving it until 1952 when he by surprise overthrew a legal democratic government three months before the elections and has established since that time a regime, that to this date, has caused over 500 deaths in Cuba. Besides, to refer to those Cubans who have been assassinated by the police of Batista as "gangsters" is not only unfair but misleading.

By the way, I would like to add that there is no freedom of press in Cuba at the present time. A salute to your publication and best wishes for the future.

GUIDO RADELAT

Evanston, Ill.

*Editor's Note: Reader Radelat is partially right. Batista did not overthrow Machado directly. He toppled the 21-day-old provisional government set up to succeed Machado. But the unrest and chaos left in the wake of Machado's regime was still very evident.*

### Grateful Reader

Dear Sir:

After reading a copy of LAR I was eager to obtain additional current information concerning Latin America. I subscribed to your publication and have profitably utilized your published data . . . Your work in presenting current information concerning Latin America to the American public is indeed important — keep up the good work!

CHARLES HARPER

Homer, Ill.

### Mystery Road

Dear Sir:

In your December issue you publish a map on page 11 which shows the "Pan American Highway--Completed" across Haiti and the Dominican Republic.

Having just returned from Haiti, I

Latin American Report,

doubt the existence of such a road. If there is one, it's been kept a dark secret. According to the distorted map, this road would start at about Jereme, cross the mountains at the border, bypass Ciudad Trujillo and wind up in the eastern jungles of Dominican Republic. Maybe "completed" means completed on the map.

SAMUEL DALSIMER

New York

*Editor's Note: Our map roughly follows the road line running from Jérémie in Haiti to Samaná in "the eastern jungles of Dominican Republic" as shown in the 1956 Esso Touring Service road guide for the island.*

#### Ideas from Chile

Dear Sir:

I am a milk-products industrialist of years' standing who has been unable to employ beneficially my experience due to the towering barriers erected by the government in the path of those Chileans who have initiative. To get a yes or no answer on the availability of exchange dollars—say to import machinery for a new industry—we must deal with the Exchange Commission, an organization honeycombed with a chain of departments all of which demand a collection of minute data—data from which some opportunist profits later on after the original petitioner has become exhausted.

I have an idea to avoid this loss of time and costly political interference. American machinery manufacturers should enter into some form of partnership with domestic capital for a period no longer than five years. Profit share for the American partner should be about 80 percent to pay off the machinery value within the first year . . . and to obtain an immediate return from the Exchange Commission on the profits and invested capital . . .

In this fashion the red tape, wasted time and countless trips to Santiago are avoided and the country benefits along with the North American exporter who is concurrently conquering the Latin-American market . . . With my next enterprise I wish to perform a great public service for the peoples living in the Atacama Desert . . . who are obliged to drink nothing but condensed milk . . . since fresh milk, due to high production costs, runs about 80 pesos a liter (roughly US 15 cents a quart). There are in the desert small oases with sufficient water where milk reconstituting plants could be installed. After five years these plants could be turned over to the consumers themselves as co-operative establishments, costing them nothing . . .

CARLOS OYANEDEL MUNOZ

San Francisco de Limache, Chile

## Put *YOURSELF* on your own payroll first!



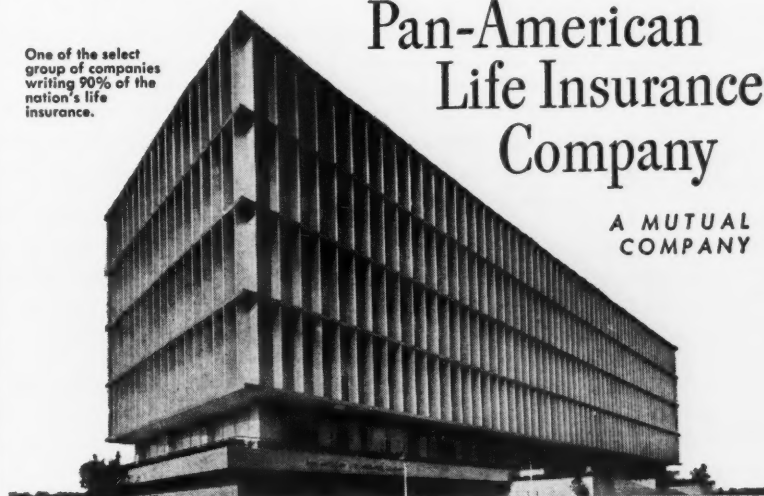
### Your Pan-American Agent can show you how...

When the butcher, the baker, and the furniture maker all have their hands out for a slice of your salary every payday—and your money is gone before you know it—better do something about it. The wise thing is to *put yourself on your own payroll first!* Make sure that you and your family get part of each paycheck, for future security. The best way is to buy a *Special Pan-American Life Insurance Policy for Family Protection*. Your policy will be tailored to fit your income and your individual needs. Ask your friendly Pan-American Agent for the full story.

One of the select group of companies writing 90% of the nation's life insurance.

## Pan-American Life Insurance Company

A MUTUAL COMPANY



PAN-AMERICAN LIFE INSURANCE COMPANY

2400 Canal Street • Department PR-57

New Orleans 19, Louisiana, U. S. A.

Lat.

Without obligation, please tell me how to put myself on "My Own Payroll First!"

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ Date of Birth \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_





# WASHINGTON LETTER

February, 1957  
Washington, D. C.

## OIL PLAN SAFEGUARDS LATIN AMERICAN NEEDS

Washington did not hesitate to assure Latin America, especially Argentina, Brazil, and Uruguay, that Suez crisis would not affect oil supply. This was easy, since Latin American consumption is small percentage of world total. United States, for example, consumes in one week almost whole year's supply for Argentina or Brazil.

At year's end the United States, through the Middle East Emergency Committee (MEEC), composed of fifteen American oil companies under administration of Interior Secretary Fred Seaton, effected a plan for efficient use of tanker fleet to meet Western Europe's basic oil needs.

In its effects on South America, the plan involves:

1. Diversion to Western Europe of tankers normally routed from Venezuela to South America's east coast. South American east coast shipments to be replaced by crude from the Persian Gulf.
2. Tankers returning from Europe to Persian Gulf to be routed via Venezuela to pick up oil for South America. After unloading, proceed in ballast to Persian Gulf around the Cape of Good Hope.

Announcing plan, Ambassador to OAS Economic and Social Council, Harold M. Randall, said MEEC is confident all Latin America's normal oil needs will be met. Only countries really involved are Brazil, Uruguay and Argentina. Other countries, including Chile which normally gets minute amount of Middle East oil, will be supplied by traditional Western Hemisphere sources.

Shortly after announcement Brazil got jittery, instructed Ambassador to OAS Fernando Lobo to ask for special ECOSOC meeting to express his government's concern over the planned changes.

Brazil feared that "sour" Saudi Arabian crude, with high sulphur content, would be dumped in place of Venezuelan crude. This, Brazil commented, would cause "considerable reduction in refinery capacity" of the country and result in petroleum shortage and "paralyzing of certain economic activities."

Ambassador Lobo told the council: "I... have categorical instructions to state with firmness that the Brazilian government cannot fail to oppose the changes in the normal Brazilian petroleum supply program..."

However, even as Lobo spoke, American embassy officials were under instructions to tell Latin American countries that diversionary movements meant neither a decrease in total supplies nor changes in types of petroleum products normally received. Petroleum companies intended to fill contractual commitments with Latin America.

Protest also failed to reflect Brazilian dependence on Middle East crude oil. In 1955, Brazil bought 53 percent of its crude oil imports from the Middle East. Ar-

## Washington Letter

gentina got 42 percent; Uruguay, 5 percent, and Chile, 7 percent. However, in third quarter of 1956, Chile obtained no Middle East oil and was not affected by Suez blockage.

Pertinent figures for 1955:

### REQUIREMENTS (in barrels)

	Petroleum Products Consumption	Domestic Crude Oil Production	Percentage of Requirements Produced locally
Argentina	69,930,000	30,501,000	43
Brazil	64,741,000	2,022,000	3
Uruguay	9,506,000	none	none
Chile	12,890,000	2,574,000	20

### IMPORTS (in barrels)

	Net Products Imports	Crude Oil Imports	Crude Oil Imports from Middle East
Argentina	10,830,000	29,950,000	12,446,000
Brazil	42,472,000	22,283,000	11,823,000
Uruguay	1,319,000	8,512,000	552,000
Chile	7,974,000	2,092,000	137,000

Imported petroleum products, including gasoline, kerosene, diesel fuel, fuel oil and lubricants, come from Western Hemisphere sources. There is about a five percent loss in the refining process. This accounts for excess of total demand over total consumption.

\*\*\*\*\*

### SUGAR STOCKPILES PRACTICAL

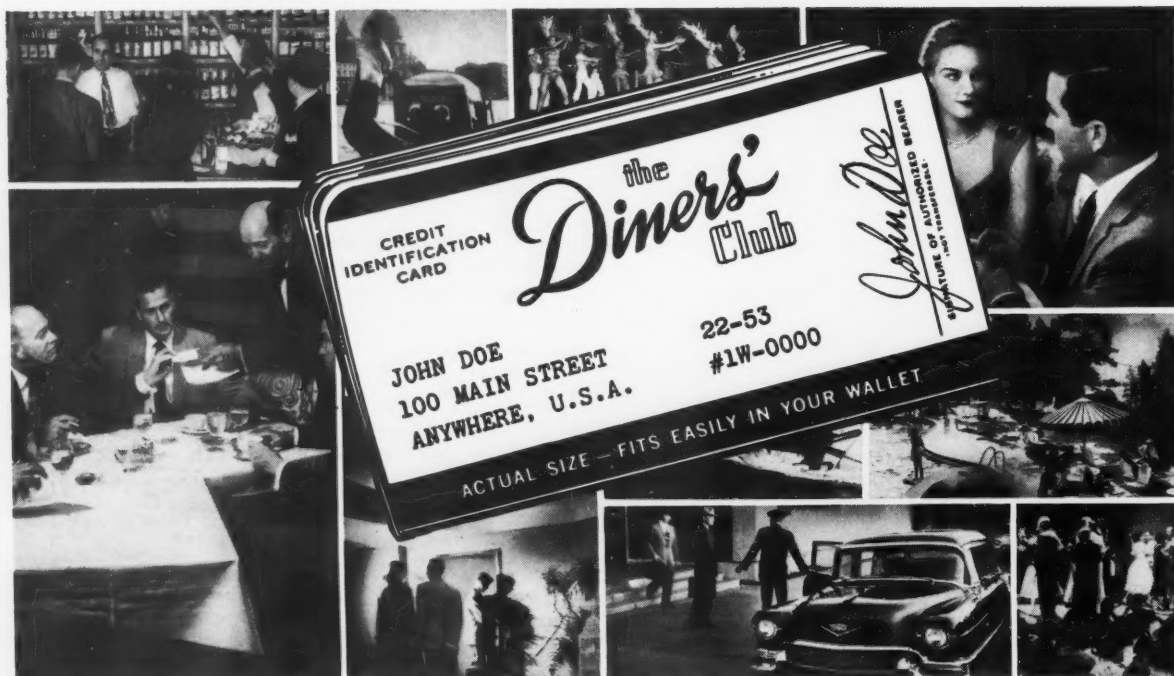
Agriculture Department report squelches Congressional hopes that food stockpile might be means of disposing of agricultural surpluses. Report, however, said some imported foodstuffs might be profitably stockpiled. Conclusion is:

1. Stockpiling of domestic production difficult and costly, therefore "undesirable" on large scale.
2. Stockpiling of imported foods, particularly sugar, might be justified by difficulties of wartime transportation.

Report said that nuclear attack of proportions assumed by Operation Alert would cripple 62 percent of United States refining capacity and obliterate 25 percent of United States sugar stocks. It recommended inclusion of sugar in any agricultural stockpile program, since sugar can be stored indefinitely with little effect on quality.

**YOUR CREDIT IS GOOD  
WHEREVER YOU GO**

*when you carry a Diners' Club card!*



## here's why you will want to join the Diners' Club

**YOU'LL HAVE 5000 CHARGE ACCOUNTS** and immediate, unquestioned credit at the finest establishments in every key city throughout the world. You'll be able to charge **FOOD, DRINKS, ENTERTAINMENT, HOTEL ACCOMMODATIONS, CAR RENTALS, LIQUOR, FLOWERS, GIFTS, ETC.** When the bill is presented you just sign it. That's all.

**YOU'LL GET ONLY ONE MONTHLY STATEMENT.** It will include all your charges. Makes it impossible to forget any legitimate business expense. One check pays for everything. *An invaluable record for tax and bookkeeping purposes.* Your accountant will verify this.

**YOU'LL ENJOY THE PRESTIGE AND CONVENIENCE ACCLAIMED BY NEARLY 300,000 MEMBERS.** Your wallet-sized *Diners' Club* credit card assures you preferred treatment wherever you go and is as easy to use as an oil company credit card. Eliminates expense-account headaches, petty cash nuisance, the need to carry large sums of cash. Replaces dozens of individual credit cards. A complete directory and guide to over 5,000 of the world's finest **RESTAURANTS, NIGHT CLUBS, HOTELS, FLORISTS, MOTELS** through the CONGRESS OF MOTOR HOTELS; **AUTO RENTALS** through HERTZ RENT-A-CAR; interstate **LIQUOR GIFTS** through BEVERAGE GIFT SERVICE.

**YOU'LL PAY ONLY \$5.00 YEARLY.** And this modest fee covers membership cost of your entire family, an entire firm or sales force all of whom may have and use their own personalized *Diners' Club* credit cards. Membership fee also includes a subscription to the *Diners' Club* magazine, a monthly publication featuring famous writers and new member establishments.

**WHEREVER YOU GO** you'll find *Diners' Club* member establishments in every key city and resort area in the United States, Canada, Mexico, Cuba, Brazil, West Indies, British Isles, France, Italy, Germany, Spain, Switzerland, Australia — in fact, nearly every corner of the world, and your credit is good wherever you go.

### MAIL APPLICATION BELOW TO THE DINERS' CLUB OFFICE NEAREST YOU:

NEW YORK CITY (1): Empire State Bldg.  
CHICAGO (2): 33 N. La Salle St. • ST. LOUIS (5): 7811 Carondelet  
LOS ANGELES (46): 910 N. La Cienega • CLEVELAND: 1911 Terminal Tower Bldg.  
WASHINGTON, D.C. (6): Dupont Circle Bldg. • NEW ORLEANS (12): Int'l Trade Mart  
SAN FRANCISCO (4): 127 Montgomery St. • CANADA: 1323 Bay St., Toronto, Ontario

**\*THIS IS YOUR APPLICATION . . . FILL OUT AND MAIL TODAY!**

**DINERS' CLUB 410 Int'l Trade Mart, New Orleans 12, La.**

full name \_\_\_\_\_ FOR OFFICE USE \_\_\_\_\_

home address \_\_\_\_\_ city \_\_\_\_\_ state \_\_\_\_\_

home phone \_\_\_\_\_ rent home \_\_\_\_\_ own home \_\_\_\_\_ years \_\_\_\_\_

company name \_\_\_\_\_ nature of business \_\_\_\_\_

address \_\_\_\_\_ city \_\_\_\_\_ state \_\_\_\_\_

business phone \_\_\_\_\_ years with above firm \_\_\_\_\_ position \_\_\_\_\_

bank \_\_\_\_\_ branch \_\_\_\_\_ regular ☐  
charge accounts at \_\_\_\_\_ special ☐  
savings ☐

If new account, check here ☐ . . . If addition to existing account, show number \_\_\_\_\_

**CHECK ONE ONLY** ♦ COMPANY ACCOUNT ☐ bill to office address ☐ PERSONAL ACCOUNT ☐ bill to office address ☐ PERSONAL ACCOUNT ☐ bill to home address ☐

\$5.00 annual membership fee: enclosed ☐ bill me ☐  
(INCLUDES DINERS' CLUB NEWS. 1 YR. SUBSCRIPTION SIXTY CENTS)  
card holder assumes individual responsibility with company applicant

signature of individual applicant \_\_\_\_\_

signature of executive \_\_\_\_\_ title \_\_\_\_\_  
authorizing company account \_\_\_\_\_



# People IN THE NEWS

**Dynamic Envoy:** Brazil's indefatigable human dynamo, *Francisco de Assis Chateaubriand Bandeira de Mello*, is off on a new career: diplomacy. The Brazilian government has announced that "Châto"—as he is universally known—will be the next ambassador to England. With this endeavor, "Châto" adds another line to the long list of occupations which have filled his 64-year life.

Starting as a lawyer, he became a professor, later moved into writing and journalism, in which field he has built one of the hemisphere's most commanding communications empires—31 dailies, 5 magazines, 23 radio stations and 3 television stations. Active also in politics, finances and aviation, of



**Ambassador Chateaubriand**

late he has assembled one of the largest private art collections in the world.

Although this will be his first undertaking in the foreign service, "Châto" can draw on a wealth of experience and research in international relations to guide him in managing his country's affairs in one of Europe's top diplomatic posts.

**Call to Arms:** In true historical fiction fashion, two Peruvian gentlemen met on the outskirts of Lima, glared at each other in the dawn's feeble light and charged into a death battle with glinting cavalry sabers. These duelers were *Fernando Belaunde Terry*, unsuccessful presidential candidate in last year's election, and Congressman *Eduardo Watson Cisneros*. Belaunde, after a blistering attack last

month on President Manuel Prado and his administration, was in turn denounced as a "demagogue and conscious liar" by Watson, a Prado supporter. His honor publicly questioned, Belaunde challenged. After a half-hour of swishing at each other, both men agreed to drop their weapons but not their mutual hostility. Belaunde walked off the field of honor with minor wounds on his hand while his opponent nursed a nicked ear.

**Banker's Holiday:** After 45 years in the banking business, 36 of them with the First National Bank of Boston in Buenos Aires, *Hilary A. Driscoll* has stepped into comfortable retirement. During his long residency in the Argentine capital, Driscoll became a leading figure in the business and social community. As a genial, capable vice president of his bank, he



**Banker Driscoll**

was goodwill personified for his employers, better than columns in the press and thousands of circulars. At one time or another he has headed numerous civic and social organizations and has lent his boundless capabilities on the board of directors of many important companies, both Argentine and North American. Following a trip to the United States and to Formosa to see his daughter and son-in-law, he plans to return home—to Buenos Aires.

**Medal for a Mayor:** Taking time off from his schedule of leisure during a 10-day holiday in Cuba,

Mayor *Robert Wagner* of New York City donned suit and tie for a formal call on President *Fulgencio Batista* at the *Palacio Presidencial*. In a full dress ceremony attended by Batista's entire cabinet, the Cuban Chief Executive decorated Wagner's breast with the sash and medal of Cuba's highest decoration awarded to a foreign civilian, the *Carlos Manuel de Céspedes Order of Merit*.



**Public Servants Batista and Wagner**

**Ruler's Faith:** While visiting Bolivia to see first-hand the work of United States Catholic missionaries there, the Most Rev. *Joseph Ritter*, Archbishop of St. Louis, was invited to pass the time of day with President *Hernán Siles Zuazo*, besieged since last September by his landlocked country's inflation, sub-production and general discontent. The President, a devout Catholic, confided to the prelate that his devotion and love of peace, based on religious belief, had saved the nation from bloody internal warfare.

To illustrate his point, President Siles told how one Sunday last month he and his family quietly attended morning Mass. Fortified spiritually by his prayers, said the earnest leader, he felt the strength to intervene later that day—alone and unarmed—in a violent clash between the citizenry and demonstrating miners. He was hit by a rock and 23 others were wounded; but his presence there mollified the mob, which soon raised him on shoulders and happily paraded down the street.

PORTRAIT OF A NATION

NEW LIFE IN . . .

# Guatemala



*Restored public confidence underwrites  
bold national growth plan*

A streamlined Mercedes Benz limousine slows to a stop as a brightly costumed Indian woman, balancing a basket of orchids on her head, scuttles across the paved street on her way to the big market behind the

Cathedral. Here in the profusion of baskets and pottery, wood carvings and painted gourds, vegetables, fruit, flowers and textiles gathered from the entire countryside, is a panorama of sights and sounds of infinite varie-

ty and change, yet one that is somehow timeless. Perhaps in part because always there is the Indian in his hand-woven costumes, whose patterns and colors follow dictates of custom that harken back to the pre-conquest





*In the venerable National Palace, forward government thinking . . .*

glory of Mayan culture . . . Here in this mart of commerce, this pulse-center of gossip and opinion, 20th century Guatemala remembers her past while marching forward to meet her future.

One of the cleanest cities in the world, Guatemala City — largest and most modern capital in Central America is home to 400,000 hard-working Guatemalans who are proud of their city, of their country, and of their unique heritage of mixed Spanish and Mayan civilizations.

From a bird's-eye view, Guatemala City sprawls in a 5000-foot high valley cut by deep ravines that have barred municipal growth on the east, west and north. To the south the plain stretches out toward Lake Amatitlán and Pacaya Volcano, which stands sentinel over the mountain pass that leads to the Pacific coast. To the west a string of volcanoes—*Agua, Fuego, Acatenango*—mark the beginning of the western highland region. The crisp, bracing air has that peculiar clarity which seems to bring the encircling mountains close enough to touch.

Contrasts of course are apparent, and sometimes striking. En route from the airport stands an aqueduct built

by the Spaniards in the 18th century—an enduring monument to the past. And this is but a scant distance from the heart of the city whose systematic road network—(avenues, north-south;

streets, east-west)—is surfaced now with modern concrete instead of ancient cobblestones. Perhaps here the qualities of neatness and cleanliness are most striking.



*For a progressive capital, the new Municipal Hall*





*From the countryside to the Mercadito, a flood of produce . . .*

The skyline generally is low, in deference to grim past experience with earthquakes. But in recent years, most noticeably since 1954, a new feeling of confidence has been expressing itself in taller structures. Today many buildings rise six and eight stories high, while the 14-floor skeleton of the Tikal Hotel, now under construction, dominates the scene as a real skyscraper.

More than in the changing skyline, however, contrasts can be seen in the city's fascinating hodgepodge of the old and the new. Take Sixth Avenue, a major bisecting thoroughfare, as a cross-section of Guatemalan life . . .

It begins at Minerva Park, high over a deep gorge to the north. Here stands the big modern baseball park which on Sunday afternoons is jammed with enthusiastic *aficionados*. Nearby is the famous relief map of Guatemala—a must for all tourists before they leave for the highlands.

Made of concrete, and covering about 2,500 square yards, it accurately depicts the country's mountains, lakes, plains, rivers and boundaries to scale.

A few blocks south is Morazán Park, with its ancient ceiba tree marking the site where the August fairs were held for years.

**BERNAL DIAZ, TOO.** At this point, Sixth Avenue narrows slightly and becomes a one-way street. It passes both the block-long *Casa Presidencial* and the equally-spacious National Palace, whose splendidly ornate Moorish architecture draws visitors from everywhere. Then Sixth Avenue broadens again as it cuts through Central Park, with its neat flower beds, trees and fountains. There is a band shell here, for Sunday afternoon concerts. And in the immediate proximity, the still unfinished National Library and the newly inaugurated National Archives, which houses some of the world's most treasured docu-

ments, including Bernal Díaz del Castillo's famous 16th century manuscript recounting the conquest of Mexico by Cortés. It is onto this park that the Cathedral faces, a personification of Spanish colonial church architecture.

Still another side of history is seen next to the park; the 18th century *Portal*, a colonnade abounding with small shops. But this will soon give way to the future, for it is to be razed and replaced by modern office buildings. After the *Portal*, Sixth Avenue becomes a busy shopping center, the most important in the city, with its stores and theaters conveniently within reach of the leading hostelryes—the Pan American and the Plaza—and the big Engel Apartment building. The San Carlos and the sleek, new Maya Excelsior are only a stone's throw off the Avenue.

Once clear of the milieu, Sixth Avenue hurries past the bustle of the *Mercadito*, the little market, jammed as always with fresh vegetables from the surrounding country; on—as an eight-lane boulevard now—past the new Municipal Hall, whose tile murals by Carlos Mérida are attracting international notice, and then into residential Tivoli with its many beautiful villas, terminating finally at Aurora Park—repository of a veritable treasury of Mayan relics.

Like the city it so aptly represents, Sixth Avenue is a street in transition. The old mingles with the new, and the promise of the future is realized beside landmarks of the past.

Guatemala is a city of parks—parks which in their way keynote a

*. . . and wares peddled to your door*





*In Antigua, echoes of Don Pedro's brilliant 16th century court . . .*

city at play. For these are not cold showcases of tropical fauna manicured to a "touch-me-not" point; no, they are there for constant use and enjoyment. Take any Sunday afternoon at random and count noses in the parks along Sixth Avenue alone—strolling or just enjoying the sun in Minerva or Morazán or a band concert in Central Park will be flocks of citizens; or watch Guatemala's younger generations, the tricycle-age set, exploring the historic *Castillo de San José*. Still other families meander up to *Cerro del Carmen* in the oldest part of town. It was here on the summit that the hermit Juan Corz took refuge in 1604, and that a chapel was built some 16 years later. Although it was destroyed in 1917, it has since been restored.

And of course Aurora Park, whose zoo, gardens, playgrounds and excellent Museum of Archeology are a constantly popular lure to Guatemalans on weekends and holidays.

**A RESERVED PEOPLE** For the more sophisticated, after-dark pleasures are available at several bistros—the Tacana, Club Pigalle, and the Gallito—marimba bands and all. And seasonal events at some of the swank private clubs induce the wealthier *Guatemaltecos* out for a night of glitter and song. But by and large, pub crawling is not the Guatemalan way. Perhaps because of a long history of restrictions under dictatorships, most *Guatemaltecos* do not relax easily in public; neither do they take readily to strangers. This shyness, however, is gradually wearing away as the country becomes more accustomed to the freedom of democracy; nevertheless, the tendency is still to avoid public gaiety, to seek the company of close

friends and the enjoyments of home instead. Home may mean an old, old residence in the center of town; one whose plain, blank walls crowding the sidewalk give little hint of the opulence which can be found inside. For others, home means a rather palatial establishment in the suburbs—Tivoli, Santa Clara, Las Conchas—in the midst of sweeping lawns and beautiful gardens. In many instances it means also a place in nearby historic Antigua, for week-ending.

But all of this, while a real part of Guatemala, is scarcely expressive of the times. The country is entering a period of progress the likes of which it has never seen in the past. There is an undercurrent of briskness and business-like enterprise permeating the air. Streets are crowded with cars

of all makes, both European and American, and at rush hours traffic jams the main thoroughfares in the best metropolitan manner. A more meaningful yardstick of this progress is the building boom: hotels, private homes, office and public buildings—all burgeoning on the skyline at the rate of \$10 million worth of new construction a year.

And in the midst of this 20th century construction of steel and concrete, there is the eternal Indian. True, today, rather than trudging in on foot he hops a bus that brings him to market in short order, over an asphalt highway that rivals the best anywhere. But once in town, either he goes to the market stalls or he plods the streets of the city peddling his wares from house to house, as in generations past. This after all, personifies something of the unique combination of cultures that spell Guatemala; that subtle blending of the Mayan and Spanish colonial worlds with today's modernity.

The city is undeniably the hub of the country; from it most every part of the country is quickly accessible in point of scenery, climate, and time. There are the breath-taking sights of soaring volcanos, clean blue lakes, towering mountain ranges and rushing streams. There is the crispness of the chilly highlands as a change from the ever spring-like Guatemala City. While the opposite extreme is found in the brooding jungle to the north, the Petén—that hot tropical rain forest that harbors the secret of Tikal and the fathomless mystery of a lost civilization.

**TRIP THROUGH TIME.** Time is turned back by only a short 45-minute drive from the capital to Antigua,

*Nearby, the dormant Agua Volcano—an eternal threat*





*Unforgettable Lake Atitlán—onetime center of an ancient civilization*

with its cobblestone streets, massive ruins, and ancient buildings.

Antigua—or Santiago de los Caballeros, as it was first named—was founded at its present site in 1543, after the original city of that same name was flooded out. It was here that the brilliant court of the Conquistador Don Pedro de Alvarado and his beautiful wife, Beatriz, held sway over the prosperous Kingdom of Guatemala, which then stretched from Yucatán to the Isthmus of Panamá. As the third largest center of Spanish culture in the Western Hemisphere, its splendor is said to have been rivaled only by Mexico City and Lima.

Today the Palace of the Captains-General, the Ayuntamiento, and the old University of San Carlos, have been restored. The ruins of 40 churches and convents still dot the city, their 400-year-old walls a silent reminder of a proud past. Alongside these restorations, however, a number of modern hotels have been built so that visitors can savor the past without giving up 20th century comforts.

A short ride from Antigua, on the slope of Agua Volcano, is the old palace of Bishop Marroquín at a village called San Juan del Obispo. The great prelate was the faithful friend of Don Pedro de Alvarado and

did much to shape the destinies of the colony. His palace, private chapel and church, though damaged by earthquakes through the centuries have been almost completely restored, and serve as a quiet retreat for prelates of the Church. Permission for entry must be obtained from the Archbishop of Guatemala.

Nearby also is the small town of Ciudad Vieja, reputed to have been the site of the original colonial capital. Historians are at variance on this matter, but it is said that a massive wall of masonry that still stands is all that is left of Don Pedro's palace. According to legend, it was on that spot the bodies of his ill-fated widow and her ladies-in-waiting were found on the morning after their tragic death. Whether true or not, the village evokes visions of that far off night in 1541 when Agua Volcano released the flood-tide of water, mud and rock that doomed the city to destruction.

Two-and-a-half hours by car from the capital lies Lake Atitlán, one of the most unforgettable sights in Guatemala. Ringed with silent volcanoes, it is a spot steeped in history; long before the conquistadores arrived, Lake Atitlán was an important center of Indian activity. Today, the villages

that cling to its shores offer an endless variety of sights, each with its distinctive costume, and its time-honored traditions so far removed from the 20th century. Panajachel, the largest of these villages, is a resort with comfortable hotels.

**CHICHI—THE MYSTERIOUS.** Well above Lake Atitlán, approachable only via a breath-catching road that rollercoasters up to its mountain fastness, is the most colorful Indian village in Guatemala—Chichicastenango. Settled in 1524 by the survivors of the Quiché fortress city, Utatlán, which had been destroyed by Don Pedro, Chichicastenango has become a real tourist drawing card. Yet somehow, it manages to have an air of remoteness and of mystery that is unmatched elsewhere.

Wherever one goes in Guatemala there are reminders of Mayan culture. Zaculeu, near Huehuetenango, was a pre-Conquest stronghold; Quiriguá, down in hot banana country, has a great stela 35 feet high, carved of a solid block of limestone; Uaxactún, in the Petén, was inhabited by the Mayans for 600 years; and fabled Tikal, the great Mayan metropolis, raises truncated pyramids triumphantly above the encroaching jungle—all accessible by plane or road.







# PRESIDENTIAL MESSAGE

## MY FELLOW CITIZENS:

As I greet the Guatemalan people on the advent of the New Year, I wish to thank them for all their unselfish cooperation in the reconstruction of our country. Two years of uninterrupted work have turned even the worst skeptics into firm believers, thanks to the many evidences of national progress and advancement.

**THE NEW LIFE . . .** Guatemala's welfare is not the sole responsibility of the Government; it is . . . a civic "must" that requires the collaboration of every Guatemalan . . . of every foreigner who reaps with us the fruits of this bountiful land. We must assert the fact that we are embarking on a New Life . . . characterized to conquer the future.

This New Life is being shaped by private investors who create new sources of work and prosperity.

## ACCOMPLISHMENTS . . .

The vigor of Guatemala's private enterprise . . . is directly responsible for new undertakings in agriculture, industry and business and has stimulated the transformation of cities and villages.

Financial activity has increased notably. New banks have been established . . . a vigorous system of credit is strengthening agriculture and industry. Farmers are diversifying and mechanizing their crops, while others are exploiting natural resources in some of our most remote areas, thus promoting their national use.

## TO LIVE BETTER . . .

Our Rural Socio-Educational program represents the core of the democratic movement which personifies this government . . . If we merely teach the people to read we accomplish what any formalistic democracy does. But teaching the people to live better constitutes the most efficient means to put into practice true, functional democratic principles . . .

For the first time in the history of Guatemala, those forgotten men who used to live on the fringe of culture, in a minimal subsistence economy, have seen a government eager to convert them into useful citizens . . .

The determination to make the benefits of a democratic way of life reach into every part of the country has been the motivating force . . . (for) a system of highways which will . . . accelerate the tempo of our production and consumption . . .

For protection of individuals . . . we have a system of social security



. . . (with) benevolent functions of assistance not only to workers, but to their families as well.

The intensive Rural Socio-Educational program; . . . laws for the protection of city and farm workers; . . . new sources of work, better uses for our natural resources; the impetus given to cultural matters, all these things constitute . . . the New Life—our answer to communism's materialistic concepts.

(extracts from President Castillo Armas' 1957 Annual Message)





*Distinctive costumes—time-honored traditions*

And across the border in Honduras, lie the great ruins of Copán, while to the northwest, just within Mexican territory, is Palenque.

Under the leadership of the present forward-looking administration, the country is moving steadily ahead. Following a carefully devised program for economic development, the government is creating facilities that enhance economic possibilities, chief among which is the huge highway construction program. Three arterial highways are rapidly nearing completion—the 316-mile Inter-American Highway, crossing the highlands from border to border, which is scheduled to be the main tourist route; the 215-mile Pacific Slope Highway, paralleling the Inter-American route from Mexico to El Salvador, but tracing its course through the rich agricultural region of the south coast; and the 186-mile Atlantic Highway, linking Guatemala City with the ports of Barrios and Santo Tomás. In addition, there is an excellent network of interconnecting highways and farm-to-market roads providing access to other important producing and marketing regions.

**A NEW CLASS.** While pushing this indispensable highway program, Guatemala is promoting agricultural development. In order to improve agricultural output and solve the problem of putting land into the hand of the landless farmer, the government is vigorously pushing a homestead program that is resettling 5,000 families a year on small farms. To date 10,761 families have received title to land and entered thereby into a new way of life, helped with supervised credit from the National Agrarian Bank and with technical advice from the government's agricultural extension service. This ambitious program is gradually creating a new class in Guatemala—that of the small landholder, independent and financially responsible.

Meanwhile, experiments in crop diversification and improvement continue. Hybrid corn is increasing the output of this basic item of Guatemala's diet to the point where imports are no longer necessary. Hybrid wheat strains are gradually improving the quality and quantity of local production. Improved varieties of seed potatoes are upping production of

this important crop. Imports of pure-blood dairy and beef cattle, which during the past three years have amounted to about 1,500 head, are designed to better local stock and increase production of meat and dairy products. And so it goes—coffee, vegetables, poultry, cotton, hogs. The Ministry of Agriculture and its many agencies are hard at work to increase yields in all categories for the overall

*Everywhere—Mayan reminders*







*Despite an unyielding terrain, the last link of the Inter American Highway nears completion*

improvement of the nation's agricultural economy.

At the same time a new approach to rural education is reaching a large sector of the population that never before has been touched. The Rural Socio-educational Department of the Ministry of Education combines the facilities of three ministries—Agriculture, Education and Public Health—to take to the forgotten man in rural Guatemala a type of education peculiarly adapted to his needs. This program is the cornerstone of the Castillo Armas Government, and is designed to integrate into the nation's economic and social life that great majority of the population (mostly non-Spanish-speaking Indians) which since the time of the Conquest has lived on the fringe of society.

**WAR OF THE R'S.** Led by a group of dedicated men and women, *Socio-educativo* is carrying out a quiet revolution in Guatemala's hinterland with the three R's for ammunition, basic health principles for guns, and improved agricultural methods for lo-

gistics. As soon as the advance guard of social workers wears down the traditional aloofness and suspicion of the villages, the teachers and agricultural extension agents move in. Over 500 schools with 1,000 teachers are carrying out this work in the most heavily populated sectors of the country. It is a long-term program, and the government is determined to push it into the farthest reaches of the nation.

To foment industrial development, the government has enthusiastically backed the formation of the Council for Private Initiative and of ICAITI (Central American Institute for Research and Industrial Technology). The Council serves as a clearing-house for information about the industrial possibilities of Guatemala, while the Institute is seeking ways and means of adapting local raw products to industry. In addition, Guatemala is cooperating with other Central American countries to lower or wipe out tariff barriers in the Isthmus, and is actively participating in the formation of "in-

tegrated industries." An integrated industry enjoys tariff privileges throughout the five Central American countries, uses a maximum of locally produced raw materials, and turns out products that can compete favorably in quality and price with comparable imported products.

Innumerable industries and services are needed in Guatemala today. Vast lumber reserves of fine tropical hardwoods are waiting to be tapped. Although a locally financed plywood plant is selling its products as fast as they can be turned out, the supply does not nearly meet demands.

A visit to the few supermarkets operating in Guatemala City (and doing a land office business) proves that food processing plants are badly needed. And hand in hand with these is an increasing demand for all kinds of containers—glass, tin, plastic—to pack products for market.

Fisheries are sadly lacking; properly set up on an "integral" basis, the whole of Central America would be a ready market.



*The Homestead Program in operation as once landless farmers gain ownership of small holdings*

**BOOM HIGHWAY.** It certainly is to be anticipated that completion of the entire Inter-American Highway will open up the whole Isthmus to the greatest tourist boom ever seen in history. The Guatemalan sector of that road is scheduled for completion in 1958. And in step with this objective are the plans taking shape now for a chain of motels and service stations, hotels, garages, shops, and the countless services demanded by the motoring tourist for his comfort and convenience.

Mineral deposits, their full extent still not known, are waiting to be developed. Among these, only petroleum is commanding any real attention.

Oil fever is running high. Over one-third of the total national area, comprising the departments of Petén and the northeastern section around Lake Izabal, already has been claimed by

different companies. On the Pacific coast, requests for rights have been placed for all but one small section. But hopes are brightest for the region in the north and northeast where oil seepages have long been known to exist, and where geologic configuration is said to be similar to that of Venezuela's fabulous Lake Maracaibo region.

It is still too early to make predictions about the possible oil reserves in Guatemala; geologists are at work on preliminary studies from which the true story may later be pieced together. It is also too early to predict what revenues the Guatemalan Government can anticipate from oil. But it is known that the 30 companies now holding concessions plan to spend at least \$15 million in Guatemala during 1957.

Whether oil in great quantity is found or not, Guatemala is pushing

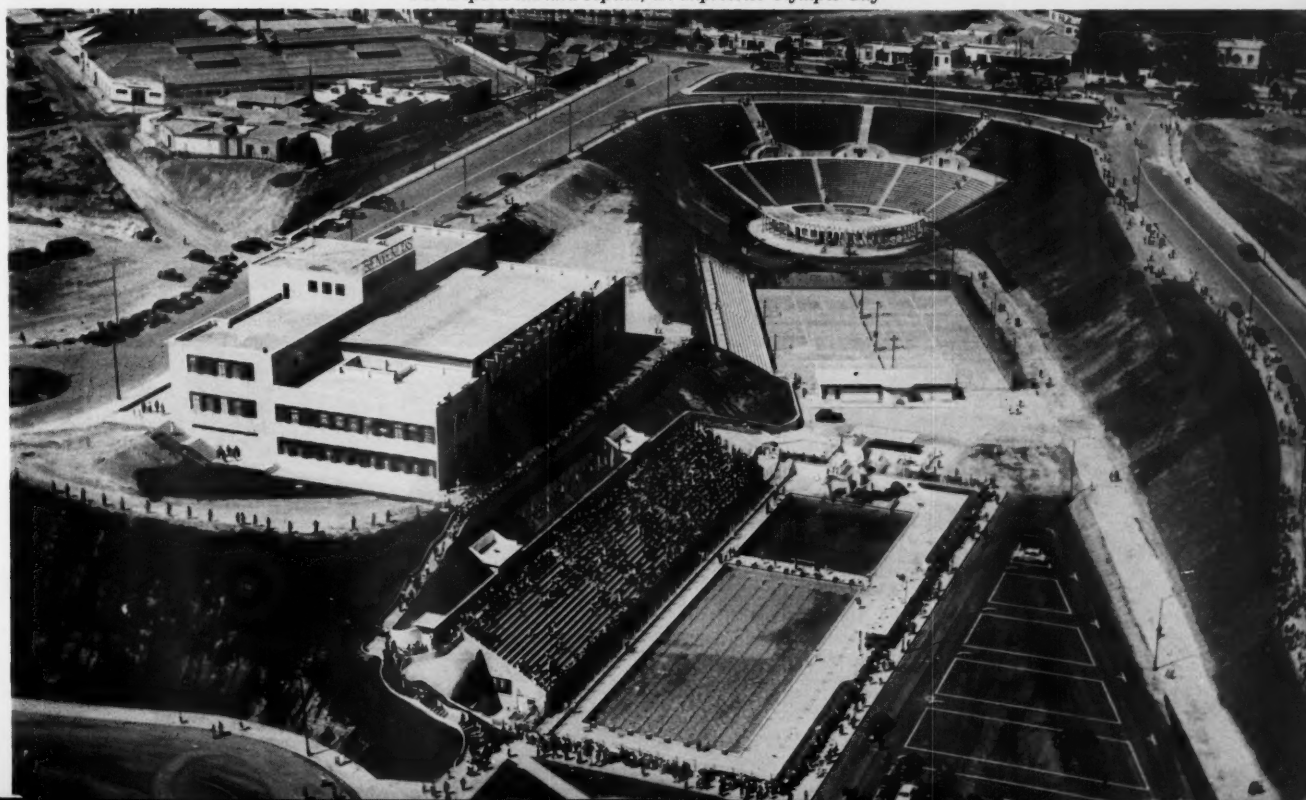
her economic and social development at a pace absolutely unprecedented in the nation's history. The highway program alone is opening up the countryside, developing a greater awareness of the latent potential of untapped natural reserves, and stimulating local capital into investing in the country's future.

From the planning point of view, government, in full recognition of the nation's basically agrarian economy, is focusing policy measures in this direction. But at the same time, a concerted effort is being made to stimulate an increasing industrial output and to capture a bigger slice of the ready-money tourist trade which is pouring a swelling stream of dollars into Latin America. From a look at the blueprints, and with accomplishments this past year as a yardstick, it looks like boom times ahead.



*At Huehuetenango the President sees rural education in action: the methods, the students, the expanding facilities*

*For a sports-minded capital, an impressive Olympic City*







**MARINA...**

*Conque ron*





For the first time the emperor was frightened. The woman could see that clearly. Frightened not of the gods—for the leader of these fair-skinned strangers who had been smuggled into his palace secretly was not Quetzalcoatl, god of the air, returned to demand homage of Montezuma's Aztec Empire after so many years. No, these were mere mortals of flesh and blood, with mortals' passions. Much about them was strange; their speech, their garb that somehow made them impervious to warclubs and arrows, and even more, their terrible weapons that destroyed life with a shattering roar, indecently. All this had sparked rumors of their immortality. But the emperor knew full well they were men, men of uncertain temper questing after something—he knew not what, yet men whose passions would brook no interference in its attainment—so much he did know.

This was the tableau, as if carved from stone. The air was charged with a strange expectancy, and well it might have been, for history was in the making. The emperor seated, outwardly composed, a monarch granting an audience in all graciousness, yet his mind awirl with unwelcome thoughts, perhaps with a presentment of what was to come.

The fair-skinned strangers posed in tense watchfulness, their leader Cortés seemingly relaxed and confident of the outcome, yet looking for the first sign of treachery. Here all around them, if the gold-lined walls of this council chamber were any measure, was the treasure they had braved the wilderness of the seas and jungle to find. Clearly they would not scruple to carry it off even at the cost of the emperor's blood and that of his legions.

Only the woman stood in complete possession of herself, watching in secret satisfaction the growing tension evident in Cortés and his followers; the mounting fear in Montezuma, de-

ue ror of the Conquistador



*An audacious moment of courage . . . a calculated risk against  
overwhelming odds . . . a well turned phrase to inspire the  
struggle for freedom. These are the  
great moments of history. Here  
is the tale of such a moment*

tectable to Marina in his expression and the stiffening of his body.

She savored the moment, for it was one that had been long in the planning, and was now unfolding well according to plan. Still, to make very sure . . .

**FEAR, FEAR, FEAR!** A whispered word of newly learned Spanish to Juan Velásquez whose fraying nerves made him impatient to employ the one tactic he knew, to carry the battle forward by a bold frontal assault. "Kill the emperor," he roared out excitedly to Cortés, "kill him before he summons his bodyguard."

Montezuma knew not the meaning of those words, but the accompanying pantomime by Velásquez—a finger drawn across his throat, then a garrotting movement—were all too painfully clear. And Montezuma knew fear.

The woman waited another moment, carefully selecting the words that would best suit accomplishment of her own ends which were something far apart from the dreams of these *conquistadores*, and from the aims of the emperor as well. If now all went according to plan she would humble the proud Montezuma and destroy his hated overlordship over all Mexico through the instrumentality of these *conquistadores*, and at the same time bring them within her power as well. High stakes indeed for anyone, let alone this woman; high-born though she was, she had yet been a slave.

But the moment of triumph still was not at hand. The wrong word on her part might yet break the bubble before it really took form, and she along with the Spaniards would be destroyed. The key was a proper nurturing of Montezuma's fear. He had to be kept fearful for his life; fearful of having his soft, handsome body hurt, of losing the thousands of beautiful girls that were offered to him from all parts of Mexico. Yet that fear must not get out of control; it must not make him so craven that he would fatalistically sacrifice himself for his people.

**A SERPENT'S TOOTH.** With all her cunning then, the woman spoke softly to the emperor, weaving a sly

net around him which would also enmesh the Spaniards. Like Mephisto she counseled the distraught Montezuma, seemingly showing him a way to deal with these dangerous and hated intruders, but all the while drawing him the more into her power.

"Go, my lord Montezuma, with these white men to their quarters. Watch them day and night as you have long been curious to do. See them as mere men, childish men for all their noise and brutality. And meanwhile, plan for the day when they no longer amuse you, and you discard them as your hunchback mountebanks when they bore you. Extract their wily ways as you partake of the strength and virtue of a sacrifice to the gods.

"Learn the secrets of their courage, for they are as brashly brave as children. But you can trap them, my lord, when they are weak as other men are weak at night in their beds, entwined with virgins. Then you can cut out their quivering hearts at the temple, my lord, and give them to Quetzalcoatl, dripping and palpitating in the sun's rays.

"But now you see them here threateningly bold, and like unthinking children, fearless of the consequences, ready to kill you, my lord Montezuma. What good will it do you to be killed and dishonored here, for they would bemean your body, keeping from it the obsequies proper for an emperor? Soon you yourself will sacrifice them in propitiation."

So spoke the woman Marina; clever, scheming Marina safe in her duplicity against both Montezuma and her patron Cortés, for of all those present only she spoke the tongue of the Mexican emperor and the language of the *conquistadores*.

Montezuma sat in silence, weighing the import of her words. To demean himself was not his way. Too long had he been the god-emperor whose every vagrant whim was obeyed as a sacred order. If he lifted a finger . . . if he called out, his bodyguards would throw themselves on these unwelcome strangers and annihilate them. Ah, but could they be

killed outright, instantaneously? Truly they were only mortal men as the woman said—but if they were emissaries from Quetzalcoatl . . . Besides, could his bodyguards act fast enough to save him, Montezuma, from the instant ferocious vengeance of the intruders? One look at the determined Cortés, at the eager Velásquez fondling his dagger, and he shuddered to think of how they would render his soft, pliant body—the body that he already had bared to their inquisitorial looks only yesterday, to the horror of his nobles, to show that he too after all was mortal.

**AZTEC THEODORA.** Who was this history-making woman who sought to effect the courses of nations; this woman described as "a person of the greatest importance (who) was obeyed without question by the Indians throughout New Spain"? Daughter of a chief . . . slave girl . . . courtesan. She was all of these and more; she was a Theodora practicing her wiles to gain an empire.

Born to a rich legacy of lands and offices near Coatzacoalcos where her father had been a powerful *cacique*, Malinal—as she was then called—fell a victim to the greed of others as a small child upon her father's death. Her mother, still youthful, married a handsome and ambitious young chieftain who coveted the girl's inheritance. The birth of a son to this new union soon set schemes afoot to dispose of the girl, not by murder but with equal effectiveness by giving her into slavery to some passing Indians. In turn, they sold her to the *cacique* of Tabasco.

But slavery was not to be her wont. However the end was gained, her fortune and stature grew. First as slave girl, then concubine, and finally a fortunate marriage and perhaps an even more fortunate death—her husband's. Once again she was vested with property and position in her own right. And all the while she learned; more than woman's ways, she learned statercraft—an art to which she brought a certain sagacity and shrewdness sharpened by her own struggle for position.

Having learned the ways of men as

men, and mastered them, she looked now at the ways of people and nations . . . of the Aztec empire of Montezuma to which she as a Tabascan, a vassal state, must pay homage and tribute. An empire built through the many years first with guile and deceit, and then by the sword. An empire controlled by the Aztec dynasty of Itzcoatl, but one now seething with discontent and even hostile resistance in outlying regions because of Montezuma's tyrannical rule. Perhaps it was then in Tabascan councils seeking a way to throw off the hated Aztec yoke that the seeds of greater ambition flowered.

Then came the Spaniards . . .

**CAPTIVE, CAPTOR.** Partly in fear and propitiation; partly in welcome, some twenty Tabascan women of high rank and charm and beauty were given over to Cortés and his *conquistadores*. With admirable restraint, Cortés rejected the lovely hostages—but only until they all had been baptized. The great captain-general would permit neither himself nor his officers and men to dally with heathens. But once this ceremony had been observed, they were parcelled out with great dispatch to Cortés' ranking aides for the free bestowal of their favors. Malinche, or Doña Marina as she was christened, first graced the couch of Alonzo Hernandez Puertocarrere—which was something of a tribute to her womanly charms since he, the most aristocratic of the adventurers, had the pick of the lot after Cortés. The latter apparently had a preference for one of more conventional glamour and fewer years than Marina. But little time passed before Puertocarrere was sent packing back to Spain on a mission, and the lady Marina moved to Cortés' bed, where she prevailed throughout his career in Mexico for nearly a decade.

Once there esconced, Marina soon filled a role of far greater consequence than mere courtesan. Knowing both the tongues of Montezuma's Mexico and of the Mayan, she was able to tell Cortés much of the peoples and the lands to the north that he was seeking to penetrate.

By the time she acquired a fluency in Spanish as well, Marina's worth

was far more than even that of a mistress-cum-interpreter; she was now in the forefront as a counselor to the captain-general not only carrying his word to the *indigenas*, but advising him on that word as well.

**"INSTRUMENT AT HAND . . ."** Slowly, carefully, she devised her plan and with womanly wiles and sagacious counsel subtly brought it into play. The pole of her attention was Montezuma and his empire, that hated overlordship whose voracious tentacles held the land in a death-grip. Her true people of Coatzacoalcos on the fringes of the Montezuman empire had been reduced to vassalage, subject to heavy levies of tribute, and to raids by the hated Cholulans for the increasing floodtide of sacrificial victims to Montezuma's gods. Even the strength of her foster people, the Tabascans, was being sapped by these raids.

But was there not now an instrument at hand to strike back? Had not the balance of power shifted through the presence of these mysterious strangers who dared to fight against odds of a score to one, even a hundred to one—successfully? If they could be cozened into the drive northward—did they not seek gold and riches, was there not untold wealth in Montezuma's capital—with the armies of these rebellious states in support to destroy the tyrant. . . . ?

And out of this wreckage, could she not join together the people of Tabasco and Coatzacoalcos in a new empire?

Such was the stuff of Marina's dream.

Soon the march began. A flying column from Coatzacoalcos northward along the coast to Veracruz; then inland to Tlaxcala—long openly hostile to Montezuma—where thousands willingly joined the invading force. It was the Tlaxcalans who went enthusiastically forward to the massacre of the despised Cholulans, thus destroying the last line of resistance to Cortés on the route to Montezuma's capital. And this was a shrewd bit of planning on Marina's part, for Cortés was inclined to a greater reliance upon them, while the Tlaxcalans looked to Marina for or-

ders. Thus clever Marina built her own army within Cortés' host, preparing for the eventual phase of her plan . . .

But first the final destruction of Montezuma. The carefully staged initial meeting between the emperor and Cortés had been a triumph—especially when the craven Montezuma, a victim of his own astrologers, half-fearful that Cortés really was an emissary from the gods, admitted openly his own mortality.

**BY A PENSTROKE.** Then the secretly arranged audience in Montezuma's council chamber to insinuate her devilish scheme.

Then the moment of decision. Montezuma signaled his acquiescence to the woman Marina's advice. Quickly he set his mark to the notarial document already craftily prepared, pledging his fealty to Spain's Most Catholic Majesty, Charles I. In that instant the deed was done; an empire had changed hands. Marina's strategem had worked. She had humbled an emperor, making him a vassal and slave—as she herself had been made a vassal and slave by an unnatural mother and a greedy stepfather.

It was a triumphant Marina who watched Montezuma mount his litter to be carried from the bejeweled chamber of golden walls. Defamation and death were in store for Montezuma, and soon. Exit Montezuma. True, there was yet his empire to be smashed . . . and for this she would need the Spaniards and their horses, for it was really the horsemen and their terrible weapons that struck terror in the hearts of the enemy. Yes, they were useful still . . . besides, where they not such insatiable lovers? But time enough to think of that later.

This was her moment. Perhaps an even greater moment than she knew, for in the instant that the emperor was humbled, so was the *conquistador* Cortés conquered. Her people all knew that. To them, even to Montezuma who could talk to the captain-general only through Marina—the sometime slave girl Malinche—the man from Spain was always known and addressed as just "Señor Malinche."



**SUPERIOR FOOD  
FRIENDLY SERVICE  
CENTRALLY LOCATED**

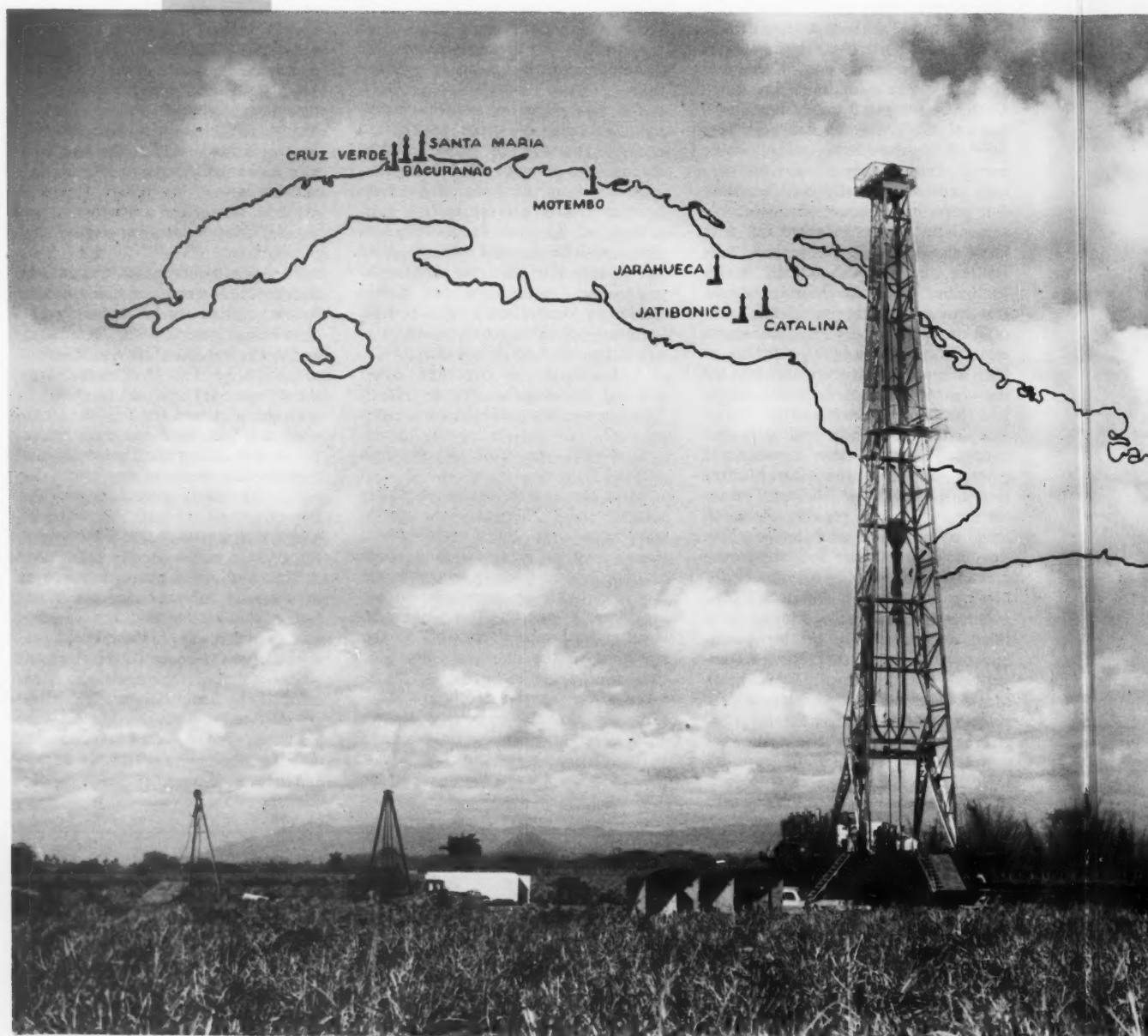
**GUATEMALA CITY -- CENTRAL AMERICA**

**February, 1957**



# Cuba's **BLACK GOLD RUSH**

*After two years, no gushers but . . .  
increasing small well flow satisfactory —  
future hopes high*



*Beneath the sugar cane field—the promise of a new wealth*



"It is no longer a question of blind faith, since it has been fully established that oil structures have been located at different levels in various zones of this island." So stated Antonio Calvache, a high research official of Cuba's Ministry of Agriculture.

Said José Bosch, president of the Bacardi rum firm and of the Trans-Cuba Oil Company, "Our country will now enter an era of economic splendor."

Said Antonio Iglesias, a lawyer and board chairman of the Jarahueca-Motembo oil syndicate, "At last the fertile bowels of the Cuban earth have pushed to the surface the longed-for black gold!"



These happy statements resulted from the discovery that Cuba has petroleum deposits deep down in its earth. That Cuba had some oil had not been unknown. Christopher Columbus is believed to have caulked his ships with asphalt which seeped through the ground near what is now the town of Bacuranao. Oilmen have drilled in Cuba since the 1880s, but the Bacuranao fields were first commercially exploited in 1864, when the seepage was bottled for use in such things as patent medicines. Actual drilling produced nothing, however, except dry wells and shallow fields which were hardly worthwhile.

But today there is a new sight on the Cuban landscape. Oil rigs are rising among the cane fields. Men with metal helmets mingle in dusty towns with *guajiros* from the farms. New roads suitable for Jeeps have been pushed across hills where only horses trod previously.

Despite many setbacks and discouragements, Cuba is now becoming an oil-producing country. Geologists had long pointed out that Cuba is certainly located in an oil area. There are huge fields in Venezuela to the south, Mexico to the west and Texas and Oklahoma to the northwest. Some American oil companies explored Cuba in the 1920s and 1930s, but failing to find anything they dropped their efforts and the concessions they had taken out.

Nevertheless, some outfits continued drilling. The Cuban-Venezuelan Oil Voting Trust, composed of 24 small, independent companies representing United States, Cuban and Venezuelan capital, spent \$1,500,000 looking for oil in Cuba, but then ran short of funds.

Antonio Iglesias formed the Corporación General de Petróleo, S. A., and persuaded the Cuban government to buy and loan it a \$500,000 oil drilling rig. With a 29,000-acre concession in Jatibonico basin, the company began drilling. It also merged with two other wildcat groups to form the Jarahueca-Motembo group.

The first well drilled, in December, 1953, proved to be dry. Iglesias worked a deal with Kerr-McGee Oil Industries, Inc., of Oklahoma to do more drilling for a fixed fee plus an interest in any returns. A second well was drilled to 8,000 feet. This also seemed to be dry. Everyone was discouraged, but Iglesias hired Robert G. Hamilton, of Tulsa, an electric log expert, to advise on the operations. Hamilton found that the drilling had gone too deep.

**TEXAN OIL POOL.** So, instead, oil was sought at 1,100 feet—and found. Cuba had its first oil well. Echevarria No. 1—named after the original con-

session-holder in the area—was soon producing a steady 250 barrels a day. Papers headlined the news. Reports were carried by the wire services. And oil men from all over the United States quickly converged on Havana. So many Stetson hats and Texas boots were to be seen around the Hotel Nacional, that its pool became known as the "oil pool."

Oil experts, geological charts in hand, began crisscrossing the island. Old concession-holders dusted off their papers. New concessions were taken out. Today there is not a single inch of Cuba that is not spoken for—including off-shore lands. Oil companies were formed, merged, bought and sold and sub-divided into more companies. Stocks were issued—usually for 25 cents per—and quickly grabbed up.

The basic petroleum law is the Mineral and Fuels Law passed by the Cuban Congress on May 9, 1938. Further regulations were included in Presidential Decree 2625, signed October 16, 1939. But with the discovery of oil, oil legislation became more than a mere technicality, and the government issued more decrees.

The most important of these is the Petroleum and Mining Stimulation Law, signed by President Fulgencio Batista on July 8, 1954. Batista wanted to spur oil development, so the new law:

1. Lowered taxes on concession rights;
2. Permitted the extension of the time of exploitation rights;
3. Exempted some firms from profits taxes for 10 years;
4. Offered government loans "up to two-thirds of operators' available capital," at six percent interest, to firms having at least \$1,000,000 at hand for oil exploration.

Said Amadeo Lopez Castro, president of the official National Development Commission, "Oil men will find no other government in the world as cooperative as the Cuban government."

Directly or indirectly, well-known figures became linked with Cuban oil:

Joseph W. Frazer, once of the Kaiser-Frazer Corp., became board chairman of the Cuban-Colombian Petroleum Company. John A. Roosevelt was a director of Cuban-Colombian. Robert Jackson, who nominated Roosevelt's father at the 1932 Democratic convention, was also a director of the company. So was John Astor Drayden.

José Bosch organized the Trans-Cuba Oil Company.

Oklahoma's Senator Robert Kerr is a partner in Kerr-McGee, which drilled the first well and has an in-



At Cuba-Canadian's Jatibonico site, expectation runs high . . .

terest in production. Lowell M. Birrell, president of Canada's American Le Duc Petroleum Company and of the paper firm which manufactures doeskin tissues, set up a Cuban subsidiary of Le Duc, the Cuban-Canadian Petroleum Company, Ltd. John W. Meyer was president of Cuban-Canadian.

**CUBAN OIL RUSH.** The number

of firms interested in Cuban oil multiplied rapidly. The authoritative *Cuba Petroleum News Digest* lists almost 300, but the actual figure may run past 1,000 because of the numerous paper firms that have been set up—sometimes composed of only two or three individuals who have concession rights somewhere.

According to Earl Copeland, asso-

ciate editor of the "Digest," "... Since the 1954 find at Jatibonico, there have been an average of 15 to 20 firms drilling each month."

So far, there have been seven fields developed, scattered over the island. They are Bacuranao, Jatibonico, Motembo, Jarueca, Cruz Verde, Santa Maria del Mar and Catalina. Catalina is the newest, having brought in its



... and as she rips, a director is overjoyed



After the strike, workers and company brass are oil-soaked but happy



... workers nurse the drill,

first and, so far, only well last year.

The wells range in size from some in Motembo which produce only a few gallons of naptha daily, to Consolidated Cuban No. 1, in Cruz Verde, which yields 590 barrels of petroleum daily. (This well is owned by the Consolidated Cuban Petroleum Corp.) There are a total of 186 wells in Motembo—and their daily production consists of a grand total of 16 barrels of naptha daily.

Drilling has increased steadily. In 1954, 34 wells were drilled. In 1955, the total rose to 130. In 1954, 80,000 feet were drilled. In 1955, 249,830 feet were drilled. Twenty producing wells were brought in in 1954, and in 1955 there were 44.

Figures for the first half of 1956:

- 26 wells drilled.
- 17 producing wells developed.
- 153,760 feet drilled.

Cuba today consumes 55,000 to 60,000 barrels of oil daily. When the Jatibonico well was brought in, optimists asserted that Cuba would soon be producing enough oil to meet internal needs. Bosch went so far as to tell the Lions Club in May of 1954 that Cuba might be producing 50,000 barrels of oil daily within half a year.

But actual production has fallen far short of expectations. Production figures:

- ▶ 1954—a total of 57,173 barrels for the year.
- ▶ 1955—a total of 381,824 barrels.
- ▶ 1956—575,000 barrels.

Thus, Cuba in 1954 produced enough oil to keep its industries and

vehicles going for a day. Today it is producing enough oil in a year to keep them going for 10 days. Largest producer of the seven fields is Jatibonico, which yields 1,100 barrels daily.

Figures on how much money has been invested in Cuban oil up to the present are rough estimates at best. Perhaps \$6 million has been sunk into drilling. A reliable estimate for the future is that \$35 million has already been committed for the next five years.

**U. S. INVESTMENTS.** Biggest investor is the Pan American Petroleum Corporation (which changed its name this month from Stanolind Oil and Gas Company). It plans to spend \$10 million during the next three years for exploration. Pan American made an agreement with TransCuba and the Cuban Venezuelan Trust to seek oil on a lease-hold of 8.6 million acres under concession to the two Latin firms.

Other United States firms with land holdings in Cuba: Shell Oil, Gulf Oil, Atlantic Refining Company and Standard Oil of California. These big companies are indicating confidence in Cuban oil production in another way, in addition to putting

money into exploration. Standard Oil is expanding the capacity of its Havana refinery from 9,000 to 35,000 barrels daily. Shell Oil is building a refinery in Havana, and Texaco is building one in Santiago de Cuba. The U. S. Commerce Department's "Foreign Commerce Weekly" reported: "The new investment in these three refinery projects is expected to total 70 to 73 million dollars, one of the most important additions to foreign investment in Cuba since the 1920s."

Two years after the first deep well was drilled amidst the cane fields and palm trees, it is apparent that Cuba's oil industry has fallen far, far short of the original expectations. Petroleum is fuel for hopeful speculation, and some people may maintain that Cuba will one day be competing with Venezuela. But greater oil deposits will have to be discovered on the island than those already being drilled.

Nevertheless, Cuba has indeed become an oil-producing nation. Production is steadily increasing, and so is the tempo of exploration. A realistic aim of the baby industry at this point would be to narrow the very wide gap between the country's petroleum consumption and production. Even this will take some doing.

**Regularly Scheduled Sailings**  
**CUBA and MEXICO**  
*The new*  
**WARD LINE**  
**GARCIA LINE**

**AGENTS:**  
**BALTIMORE**  
Hinkens Steamship Agency  
**SAVANNAH**  
Tarver Shipping Co.  
**CHARLESTON**  
Palmetto Shipping Co., Inc.  
**JACKSONVILLE**  
McGiffin Company, Inc.  
**PENSACOLA**  
Filetto, Green & Co., Inc.

*Ward-Garcia* CORPORATION General Agents  
Pier 34—North River, New York 13, N.Y. WAtkins 4-4000  
LAKE CHARLES      HOUSTON  
P.O. Box 88 HEMlock 6-9571      Cotton Exchange Bldg. CApitol 8-4548



*Back from the Caribbean and Central America  
U. S. Senator George Smathers reports that*

## **POLITICAL IMMATURITY HINDERS FLOW OF PRIVATE INVESTMENTS**

I think we all realize today the importance of strengthening our cultural, social and educational ties with Latin America as well as all our economic relations throughout this hemisphere. Latin America has consistently proved to be more than just a good friend and good neighbor. It has been our economic and military ally. It has stood by us in our fight to stop the international aggression of communism.

**NASCENT MENACE.** Communism has focused its eyes and ambitions on Latin America and would like nothing more than to penetrate the borders of the world's last full citadel of freedom. I recently had an opportunity to visit a key area in Latin America -- the Caribbean. I was greatly disturbed by the intra-nation and inter-nation political friction that exists in and between some countries.

A healthy nation--an educated nation--does not and will not allow communism to seep through its borders. Latin America and particularly the Caribbean can use basic development, that is, a raise in their standard of living.

However, the political immaturity that still exists in some areas is holding back the private and government investments that are so needed for these nations to realize their potential wealth and strength.

I was particularly disturbed about the dissension which existed between the heads of State in Cuba and the Dominican Republic. These two important governments must work together if we are to attain and retain the needed security that world conditions demand.

**STABILITY EQUALS TRADE AND INVESTMENTS.** Economic relations with any nation are certainly affected by the political stability of that nation. This stability must not be allowed to deteriorate in Latin America or our vital economic inter-dependence could suffer seriously. The latest reports on United States economic relations with the Latin American republics show just how vital we are to each other. Trade between this country and those republics amounted to almost \$8 billion---about equal in each direction. Mid-year figures showed the total private investment of United States capital had neared the \$9 billion mark---almost double since the end of the war.

There is no question but that the trade with our nation and these private investments have had broad beneficial effects on the economies of all the nations in the Americas. And yet this serious threat---this possibility of instability threatens those benefits. The nations of Latin America must appreciate that a private investor would be hesitant to enter a nation where an air of political instability prevails. The threats come from without and from minority action within.

In 1955, United States companies paid nearly a billion dollars in wages to their employees in Latin America and at the same time over one billion dollars in taxes to Latin American governments. The benefits of both the taxes and the wages can be seen in the somewhat rising standard of living in certain areas but again the threat exists that part of

this could be lost if political maturity--and the bargaining table--can not replace the call to arms. Too many still think that the battlefield is as adequate, or even more adequate for the settlement of disputes.

It has been heartwarming, however, to observe a great many Latin American achievements since World War II. Unfortunately our friends in these nations are running an uphill race to keep their economies expanding ahead of the most explosive population increases on earth.

TODAY'S CROSSROADS... Under the circumstances the going has sometimes been rough. Foreign investments from this country and others have helped to quicken the pace of development. For a time, both the Export-Import Bank and the International Bank were quite tight with loans for Latin America but I am proud to say that with a little prodding from Congress they have eased their policies. I think Eugene Black, Chairman of the Board of Governors of the International Bank, and other leaders are to be congratulated for the increased efforts on the part of their institutions to get capital into Latin America where it is so vitally needed. I sincerely believe that if this capital is directed at building better highways, more schools, better sanitary facilities and other basic developments, the entire Latin American area and eventually the entire Western Hemisphere will benefit greatly. The region is at a great crossroads; it can go forward or slide back. We who are at this crossroads with our neighbors want to see them go forward. The United States must guard against getting so concerned with crises elsewhere in the world that we let this opportunity slip through failure to give it proper attention.

One word of warning seems to be appropriate: we as friends and neighbors never forget that so long as political unrest plagues an area, capital and people will shy away. No one wishes to travel into, much less place their investments in a country where violence or conflict is liable to erupt at any moment.

The countries of the Caribbean and Central America are so closely identified with each other in the minds of the people of the United States that news pictures of military action or chaos, in any one of the republics in this area, splashes a little stigmatic mud on all of them.

FROM MATURITY, PROSPERITY. Therefore, we appreciate that economic development is needed, but to grow and flourish economically one must grow and mature politically. These principles work hand in hand.

It always affords me great pleasure to stand on the Senate floor--a great forum of public opinion--and announce to all who care to listen or read the accomplishments and progress of each of these Latin countries, for they are indeed moving step by step across the threshold into an era of social progress and prosperity---one that befits their proud heritage and their considerable talents. And one that must not be lost or injured through political instability.

## **WANTED • WANTED • WANTED**

**ADVERTISING SALES REPRESENTATIVE** to travel  
Latin America, fluent Spanish-English. Reply full  
particulars

**LATIN AMERICAN REPORTS**, Box A, International Trade Mart, New Orleans 12, La.

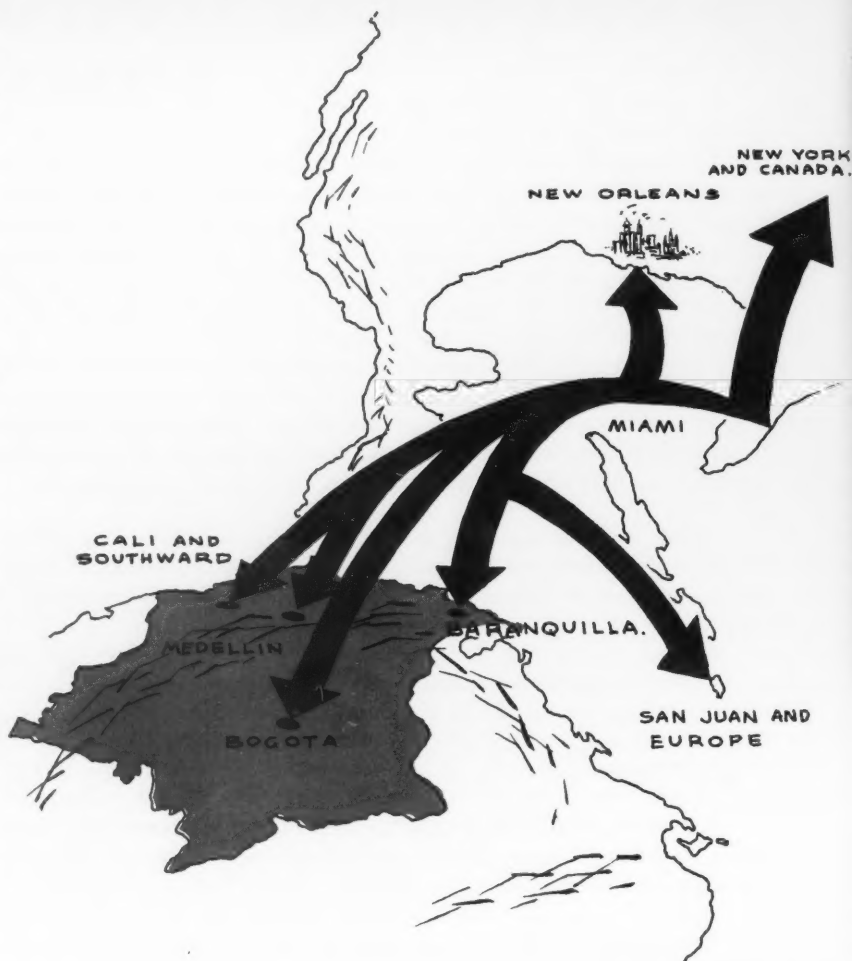
# NEW AIR LANES TO COLOMBIA

Revised air agreement with the United States sets stage for expanded tourist-cargo service . . . promises hemispheric gateway role for Latin republic

Drop a plumb line straight south from New York and the first Latin American capital that it hits is Bogotá, Colombia. Then, with Bogotá as the base, describe a series of arcs to each capital lying southward; a slightly fish-tailed parabola aligns Quito, Lima, La Paz, and Santiago on a run to the south. Shift the projection to the southeast and it is patently apparent that Buenos Aires and Rio de Janeiro can be reached from Bogotá on string-straight routes across the Amazon jungle by-passing the greater part of the Andes for an appreciable saving of flying time and dollars. It is this potential role as air gateway to the continent that has been cast for Bogotá through the provisions of the new air transport agreement between the United States and Colombia.\*

For air-conscious Colombia, whose latter-day economic development has been paced continuously by an expanding air transportation network, this augurs a place in international flight traffic patterns which should produce additional revenues of significant proportions.

**SKYWAYS UNLIMITED.** In few other countries of the world has air transportation assumed such importance in the national economy; in fact, is the very key to progress and not its by-product. Nature itself seems to have conspired in this grand design. Breath-catching mountain gradients, impossible chasms, and disruptive rockslides have made the development of road and rail networks a construction engineer's nightmare. Similarly, seasonal low-water levels prohibit reliance on river traffic on a year-round basis. And as if these natural barriers weren't enough to surmount, disparate planning—non-standardization of railway track gauges, for example—leavened by at least some cupidity in operations has served to retard seriously the development of overland transportation systems. The bald fact is that no single system is adequate for the nation's needs. A shipment to Bogotá or Medellín from Atlantic coast ports usually goes part of the way by river boat, then is trans-



shipped by truck or railway car for the final leg of the journey; shipments from the Pacific port often employ all three forms of transportation—all of which spells delays, damages and loss thus boosting insurance rates and overall costs.

Favored by these factors, commercial air transportation is in a highly competitive position, as shown by the amazing range of cargoes carried: seafood and livestock to the capital and other cities, regular runs of fresh fruits and vegetables, even eggs and milk; to say nothing of such low-cost high-weight items as cement, floor tiles, bricks, and aluminum goods. There are even airlifts of bulk cargoes

like cotton, sugar and coffee when the river is choked or highways washed out.

On a comparative cost basis, the differential is slight; freight tariffs on the heavily-trafficked Bogotá—Medellín run average 85 pesos per ton by road whereas air cargo costs only 15 pesos per ton more. The difference is more than offset by speed of delivery—358 highway miles (an overnight run) cut to 148 miles by air (under two hours flighttime) — and by reduced packing and handling costs and liability to pilferage.

Public acceptance, in fact increasing reliance upon air carriers, has been attested amply by statistical yard-

Signed in Bogotá on October 24, 1956 for the United States by Ambassador Philip W. Bonsal, and for Colombia by Minister of Foreign Relations Manuel Rivas Sacconi and Ambassador Mauricio Obregón; to be effective provisionally January 1, 1957, pending ratification by Colombia.



In the whole antedote of duties and responsibilities required of the working diplomat, few accomplishments accord as much satisfaction as the execution of a properly drafted treaty regulating a prescribed sphere of activities for the mutual benefit of the signatory powers.

Negotiation from a position of strength usually merits little credit; from a position of weakness, scarcely more. The one often evokes critical comments of "Great Power" tactics or "dollar diplomacy"; the other, disparaging charges of vacillation. The equilibrium arising from either extreme is borne by the diplomatic negotiators, notwithstanding the fact that their skills and foresight may have provided politico-military gains mutually beneficial to both signatories, or in the alternative, served to stabilize the existent world order by at least assuring the status quo. Within this context, agreements thus achieved essentially are reflective of broad issues of national policy effected by the balancing of the elements of force as the crucial bargaining point, rather than the balancing of interests. Accordingly, the alignments gained may be short-lived.

But the whole cloth of foreign policy is cut from better stuff than shifting political alliances. Many agreements are struck on the solid ground of mutual self-interest; for the most part they seek to regularize commercial relations. The overtone may be

political—power balances are reflective of national strengths which after all are increasingly being based on access to raw materials and trade in other nations. Yet the actual relationships are not for inter-governmental transactions, but rather for normal commercial activities between private parties of the signatory powers, be they individuals or corporations.

Through these agreements the private citizen of one nation can travel to another in order to undertake and maintain business operations under the protection of the same rights and privileges accorded the citizenry of the latter.

Notably, these agreements — or commercial treaties, as they are more properly known — are far more than generalized enunciations of policy and principles between governments; they contain in fact a precise detailing of legislative authority for the conduct of international business operations. Accordingly, there are provisions regulating the scope and nature of a business enterprise, its treatment with regard to internal taxes and liability to double taxation, the investment and withdrawal of capital and profits, the judicial and administrative regulations applicable, and most important — agreement for the pacific settlement of disputes.

The very comprehensiveness of these provisions distinguishes commercial treaties as international statutes.

Thus they contribute meaningfully to the development of commercial policies, trade and investment ties between the signatory nations.

As the complexion of international business activities broadens, it has been necessary to single out certain fields of enterprise for even more precise treatment of inherent problems. No field of international business better exemplifies this particularized treatment than that of commercial air transport activities, and rightfully so for no phase of commerce has better paced the times, nor plays a greater role in knitting closer ties between nations.

Necessarily then the bilateral air transport agreement demands of the diplomats who negotiate it a keen appreciation of each nation's interests not only today but in terms of future development so that long-range mutual benefits are assured. For more so than in other fields, bilateral air agreements constitute a practicable extension of governmental policy, as a definitive statutory base for private commercial relations between nations. In this context, the recently effected air transport agreement between the United States and Colombia has made a real contribution to the economic relations of the two countries, to international trade as a whole, and to hemispheric unity.

sticks measuring operations within this decade. From 1949 to 1951, domestic passenger traffic increased from 797,184 to 928,386, while cargo jumped from 59.6 million ton-kilometers to 69 million—an eminently healthy growth. Since then, figures have skyrocketed; witness 1955 when Avianca alone carried 922,804 passengers, and according to present returns may well have touched the million mark in 1956.

#### ORCHIDS + TOURISTS = CASH.

But domestic service is not the whole story in commercial aviation. Today more than ever international traffic has assumed an unparalleled importance. Each successive month scores new highs in express freight movements; amazingly heterogeneous cargoes which range from the bizarre and exotic to the pedestrian—everything from orchids, tropical fish and monkeys to mi'lady's *haut couture*, machine parts, medicines, and an occasional pampered Santa Gertrudis bull, all demanding fast, efficient handling. And this merely a forecast of what the future holds.

Notwithstanding these fast mushrooming gains, the real revenue producer for commercial airlines is the ever-quickenning stream of passengers shuttling back and forth from country to country. Businessmen, bankers, and government officials—who with commuter-like frequency wing their way to

discharge daily errands. But even more than all that, is the veritable flood-tide of tourists which now surges restlessly from the capitals to the hinterland seeking diversions of every description. Whether they be well-heeled sybarites ardently pursuing plush pleasures or office secretaries on a



# WATERWAYS YIELD...



budgeted tour there is cash in fist not only for plane tickets but for hotels, restaurants, souvenirs and local attractions of every conceivable sort. It all spells tourism, that incredible multi-billion dollar industry which is the greatest ready money source ever developed in Latin America—and its handmaidens are the international airlines.

Suffice to say that Colombia has a claim of some consequence in this expanding bonanza. Yet oddly enough, air-minded Colombia—which has developed its aerial highways to a level of usage not equalled anywhere else in the world—has not yet begun to realize its potential in international air operations. It is no exaggeration to say that the main stream of international air traffic has been channeled along the fringes rather than through the commercial heart of the country. The reason quite simply lies in the fact that any substantial expansion of operations between Colombia and the United States—from whence emanates approximately 80 percent of all passenger and cargo traffic for Latin America—has been limited severely up to now by the terms of the Kellogg-Olaya agreement of 1929, statutory authority for commercial flights between the two nations.

**NEW TIMES, NEW NEEDS.** In its time, the era of flying boats, the Kellogg-Olaya agreement unquestionably was adequate. It simply provided that commercial aircraft of the United States could land and receive passengers, mail and freight in Colombian ports along its Atlantic and Pacific coastlines; conversely, that Co-

lombian aircraft similarly could service ports along the Atlantic and Pacific coastlines of the United States and the Panama Canal Zone. Out of these terms a peculiarly lopsided route pattern emerged. Flag-carriers of the United States flew into:

*Barranquilla* from Miami, Panamá, and Caracas (PAA);

*Medellin* from Panamá (UMCA, a PAA subsidiary);

*Cali*, as an intermediate stop by Panagra on its run down the west coast.

On the Colombian side only one carrier, Avianca, was authorized flights to the United States—to New York with an intermediate stop in Miami. Obviously, the over-all traffic pattern thus fashioned was not able to meet adequately the extraordinary economic and geographic demands of the continuously developing air age.

The situation demanded therefore a sweeping revision of the statutory (treaty) limitations, necessarily a matter of inter-governmental negotiations, since commercial air operations, perhaps more than any other form of international business, are enabled only by government agreement. In this instance revised terms were broached some 10 years ago, but to no avail. Agreement was frustrated then and in discussions that arose in the following years, apparently for two reasons: first, because the United States insisted on the "no service limitation" clause which was common to its commercial air agreements with all other nations. This simply means that there is no treaty limitation to the number of flights mounted by the airlines of

one country servicing the other; that this is a matter of economy of operation—of what the traffic will bear—and not governmental regulation. Secondly, because only the Colombian line Avianca was authorized to fly the Bogotá-Miami-New York route, there was an understandable reluctance on its part to give up this preferential position.

This was the state of things inherited by Philip W. Bonsal when he assumed his duties as United States Ambassador to Colombia in the spring of 1955. A career officer of the highest capability, Ambassador Bonsal had an extensive working knowledge of the area through previous service in Latin American affairs both in the field and in top policy planning roles in the Department of State. This experience was rounded out uniquely by earlier functions as a telephone and telegraph corporation executive in various Spanish-speaking countries. From this perspective the Ambassador was extraordinarily well qualified to undertake negotiations of an agreement whose immediate implications meant important commercial gains for both nations.\*

**NOTHING TO CHANCE.** Aside from the basic policy issues to be resolved, the agreement necessarily encompassed a broad range of technical details relating to reciprocal usages of airport facilities, air-ground communications, acceptance of immigration and customs regulations and of the qualifying standards to be met by the various commercial airlines. This meant working-level discussions by specialists in the different fields: Embassy officers in Bogotá with the advice and assistance of transportation experts from the Department and the Civil Aeronautics Administration to resolve a multitude of details with their opposite numbers in the Colombian Ministry of Foreign Affairs, the *Dirección General de la Aeronáutica Civil*, and the airport authority. Alongside these had to be representatives from the various commercial airlines concerned, to afford a thorough exploration of all ramifications for the mutual benefit of both nations. The results: a treaty whose terms not only enable an immediate, broad expansion of commercial air operations between the two countries, but is sufficiently flexible to keep well abreast of future requirements.

Disdainful of heavy-handed "dollar diplomacy", Spanish-fluent Bonsal has boosted U.S. prestige measurably by his sympathetic understanding of local problems; has gained such personal popularity that his speaking appearances in Colombia are greeted with an almost embarrassing amount of applause. Paradoxically, certain government circles in alarm discreetly hinted the advisability of Bonsal's transfer to another post. The diplomatic corps in Bogotá immediately hinted back that it would visit President Rojas Pinilla in a body if such talk continued.

# TO AIRWAYS...



Fundamentally the new agreement comprises three major parts: First, some 17 articles expressing exact terms regulating air transport services between Colombia and the United States. Their purpose is to promote commercial air operations and provide equal opportunities for the airlines of each country to participate in increased traffic. A specific provision of some consequence is a formula for consultation and arbitration in the event of disputes—in itself an important contribution to international law.

Secondly, an annexed formula for fixing rates and tariffs reflecting passenger and cargo service proffered. Thus the various airlines will be in a reasonably competitive position; at the same time, provisions for the modification of these rates when necessary, in accordance with multi-nationally approved procedures of the International Air Transport Association.

Thirdly, an annexed schedule of air routes between the two nations, and to points beyond: for United States flag-carriers authority to fly directly into Bogotá, Medellín, and Leticia in addition to Cali and Barranquilla, as before. Colombian carriers now are authorized routes to San Juan, Puerto Rico, and to New Orleans, in addition to direct flights to Miami and New York, as before.

## MORE TRAFFIC, CLOSER TIES.

Patently this framework provides immediate benefits for both nations. In the overall, the pact provides a proper basis for efficient air service between the two nations. According to Roy Richard Rubottom, Acting Assistant Secretary of State for Inter-American Affairs, "... the increased air traffic which will now be open to the airlines of both countries will undoubtedly increase economic ties between Co-

lombia and the United States as well as to facilitate greater tourist traffic in both directions."

More specifically, the gains can be measured in terms of new routing patterns. Direct service by United States carriers to Bogotá and Medellín enables the funneling of a far greater slice of all Latin American-bound traffic into and through Colombia with appreciable savings in cost and time. Equally significant is the Colombian airlines' point of view. Not only can their service to New York be extended now into Canada—not previously authorized—but they can mount direct flights to New Orleans, thus gaining access to important inter-connecting flights servicing the entire midwest; further, the Bogotá—San Juan run — lucrative in itself —

puts Colombia in a favorable position for European traffic, which should prove a real revenue producer.

Still another measure of the pact can be found in the stimulant for expansion afforded Colombian carriers. Increased routes mean authority for more airlines in international traffic, hence more equipment, more personnel and collateral benefits right down the line from the aircraft manufacturer to the tax collector. Much depends, of course, on the routes assigned individual airlines by their respective governments. As José Ramón Vergara, spokesman for *Rutas Aéreas Sam Ltda.* (RAS) said when the question was posed: "... assignment of a route having active traffic will determine the enthusiastic expansion of our operations. . . . The acquisition of new aircraft depends on the exploitability of new routes . . . the necessity of new flights."

## EXPECTATION: PROSPERITY.

Now that question too has been more fully answered by the Colombian government which moved promptly forward to make the new routes operative: Avianca, exclusive rights to New York and Europe; Lloyd to San Andres and Miami out of Bogotá; and RAS and SAM to share the Bogotá-New Orleans run.

That's the pattern which has been drawn. In immediate perspective it shows fine, sound craftsmanship. It is made trimly to measure, with room for expansion when the time comes. But a pattern is no more than a guide for cutting the whole cloth. The full effect can be seen only with the final stitching. Realistic diplomacy has fashioned the pattern, the rest is in the hands of the international airlines and private enterprise.





# Carnival



# rap

## IN THE AMERICAS

From New Orleans across to Cuba, down a dozen Caribbean island-specks to Trinidad, Venezuela, Colombia and Panama and across the breadth of a continent from Peru to Argentina, a feeling has been spreading . . . a feeling which infects its joyous victims with a restless, eager anticipation.

This phenomenon, a yearly occurrence which takes hold gradually, builds to a climax scheduled to explode with a starburst of fireworks, confetti, cacophony and uninhibited whoop-te-do during the first week in March. In Trinidad it's called *Jour Ouvert* . . . in New Orleans, Mardi Gras . . . elsewhere, plain old carnival.

Unlike any other festive season, carnival imbues its devotees, whether veterans or neophytes, with a spirit of carefree gaiety unthinkable any other time of the year. In Rio de Janeiro a staid, white-maned banker will recapture his youth in a bagful of confetti rained on passing beauties; in Panamá the usually sedate housewife will get the kick of her life dancing the rhythmic *tamborito*. And like them, thousands upon thousands of revelers, old and young, native and foreign, will be swept up in the compulsive swirl of hypnotic rhythms . . . startling, intoxicating colors . . . contagious gaiety. In short, the thrill of carnival.

For the past few weeks the fever has been mounting steadily. Some areas are affected more than others; a few, inexplicably, escape the attack altogether.

In Havana, every February week-

end responds to the beat of the conga drum, the blare of a rumba's trumpet and the shuffle of dancing feet on pavement. These are the sounds of the *comparsas*, groups of men and women sporting rainbowed costumes and such titles as "The Princess" or "The Gentleman." They are organized merriment—out for a rousing time and maybe a cash prize if their originality and performance please the carnival judges grandly installed in an open court of pleasure.

For weeks also, Brazil's songwriters have been furiously cranking out their *sambas* and *baiones* hoping to catch the public's fancy and one of the prizes given by the city government for the carnival's most popular tunes. In Trinidad dozens of steel bands have been reworking their unique "orchestrations" and sharpening their barbed calypso lyrics for the carnivaltime contests. And in Baranquilla, Panama, St. Thomas, Port-au-Prince; in Montevideo, Rio, Lima and Caracas the overwhelming topic is carnival and the ubiquitous question—Who will be queen?

The effervescence of carnival bubbles up through all levels of society. From the lowly slum dweller whose ragged garment is itself a costume to the bejeweled dowager arrayed in an Arabian Nights' outfit from Paris, carnival breathes the same message: Forget tomorrow, forget yesterday . . . have a ball today.

**DRY CELEBRATION.** Nowhere is this advice followed more noisily than in Rio. In this shimmering metropolis of three million, carnival is embraced with such furious determina-

The watchword: Effervescence





*In Havana . . .*



*In Rio . . .*

## THREE QUEENS



tion that festivities hurtle towards Ash Wednesday at a feverish pace. Many disdain sleep during the four-day revelry — a feat the more remarkable since their zeal must be sustained without quick pick-me-ups at the bar — the sale of liquor being strictly forbidden during the holidays. Despite this seemingly disastrous absence of bottled joviality, Rio's carnival cartwheels along undimmed.

One explanation for this gay marathon of endurance is that carnival in Rio is more than a mammoth show. It is a state of mind. There are floats, parades, street dancing, hordes of luscious damsels daringly garbed, and parties uncountable. But sustaining all this is the native vivacity of the *Carrioca*, rich or poor, for whom carnival is a vacation from the everyday struggle of outwitting life . . . an escape into a delightfully absurd but still real world in which social and economic barriers dissolve, at least temporarily.

During carnival the dweller of the *favelas*, Rio's mountainside slums, can lose his identity in the exhilarated throngs, cut fancy foot patterns across his city's famous mosaic sidewalks with a striking girl in his arms and an exciting samba in his ears. Since all business grinds to a halt, tycoon and laborer alike can throw up arms in mocked despair and proceed to enjoy the party.

Foreigners and tourists who experience a carnival in Rio—or almost anywhere else—find that this attitude is catching. Resolute as their intention may be to watch from the sidelines, they are inevitably touched by the carnival madness and drawn into the frivolous merrymaking. It can happen in Rio or St. Thomas or Montevideo or Buenos Aires.

Montevideo throws a whopper of a carnival, although it is not as well publicized as Rio's. Montevideans feel second to none when it comes to the imagination and wholeheartedness which goes into their celebration. The city's main avenue—Avenida 18 de Julio—is transformed into an archway of colored lights under which parade and dance the metropolis' thousands.

Highlight of Montevideo's celebration is the *tablado*, literally a low



## AND A KING



*In Port-au-Prince . . .*



*. . . reigning beauties adorn King Momo's court*

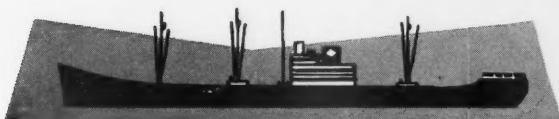
**ship via**



# GSA

**Gulf & South American Steamship Co.**  
serving the West Coast of South America

An American-Flag Freighter every  
ten days. Fast, efficient schedules from  
Gulf Ports. Expert Cargo Handling.  
Limited Passenger Accommodations.



**GULF & SOUTH AMERICAN STEAMSHIP CO. 620 GRAVIER STREET, NEW ORLEANS, LA.**

In Other Cities Contact Grace or Lykes

## EVERYWHERE, THE WANTON SPIRIT OF CARNIVAL



*Rhythmic lamboritos in Panama*



*Absurdity in Haiti*



makeshift platform on which all the talent recruited in a given neighborhood presents its holiday creation. The best *tablados* rate not only thunderous applause but material rewards presented by the city at the end of the carnival season.

Buenos Aires, on the other hand, is a little more sedate than its two neighbor capitals. Unlike these, sprawling

Buenos Aires doesn't have a city-wide organized carnival. Nevertheless, there is plenty of enthusiasm, particularly in certain neighborhood areas and in a number of private clubs and homes.

But the novice who wants to experience carnival's happy madness doesn't have to travel to Rio or Montevideo. He can expose himself to a fite case of "carnivalitis" as nearby

*A dancing troupe in Trinidad*





*Spontaneity in Tobago*

as Havana or New Orleans. Both these cities, Latin in temperament and colorful in appearance, celebrate their pre-Lenten hoopla on the installment plan.

**A BILL TO FOOT.** For six weekends before Lent, Havana puts on its carnival mask and accelerates even further its already breakneck-paced social activities. Besides the *compar-*

*sas*, floats and the reveling rabble, Miami's motorcycle corps joins in along with high school bands from several Florida cities. Among visiting dignitaries invariably is the mayor of Miami, guest of Havana's mayor.

Habaneros, who look forward to their carnival like collegiates to homecoming, almost got a rocker of a shock this year. Havana's Mayor Jus-



*Flamboyance in Rio*

to Luis del Pozo announced that the city no longer could afford by itself the high costs of the festivities. The Tourist Institute dug deep in its pocket only to come up empty-handed. Hotelmen and other concerns who profit from the tourist-attracting affair put their heads together but failed to produce a plan to help underwrite the expenses. Finally the na-

*Gay abandon in Montevideo*





## FOR THE WATCHERS . . .



Wide-eyed . . .

. . . at the curb stone



tional government saved the day, offered to chip in on costs.

Like Havana, New Orleans gets an early start on its celebration. The first carnival ball of the season usually takes place late in December and is followed every weekend thereafter by one or two others up to Mardi Gras day itself. During the two weeks preceding Ash Wednesday streets in the picturesque old French Quarter resound to the booming of bands, the awing of crowds and the shouts of "t'row me somet'ing, mistah!" from a thousand throats as the favor-dispensing floats lumber by. And on Mardi Gras day itself—March 5 this year—the throngs tumble out, masked and masqueraded, to carouse, yell, toast everyone's health and transform the city into a fanciful, technicolored scene of freewheeling merriment.

Similar rejoicing will also be livening up Port-au-Prince. What this carnival lacks in elegance and magnitude compared to those of New Orleans, Havana or Rio, it makes up in spirit and resonance. All of Haiti turns out for its carnivals. Young folks in Port-au-Prince organize into colorful *bandes* which sashay up and down the streets to the beat of the drums and the blast of the trumpets. Crowds follow in rhythm, clapping hands and chanting melodies. One little combo puffs mightily to outsound another and the people's endurance, like the music and the rum, seems limitless. Beyond Port-au-Prince a number of villages and hamlets also cast aside daily drudgery to capture the spirit of carnival in an uninhibited and original fashion.

Along the crescent of Caribbean specks—Virgin Islands, St. Lucia and Grenada, Tobago and Trinidad—across Venezuela to Colombia and Panamá, the pulse of carnival already is gripping dozens of towns and cities.

### GARBAGE DUMP INSPIRATION.

In the islands, Trinidad's Port of Spain leads the parade for magnitude. Despite its size, however, Port of Spain shares with lesser celebrations those essential elements of spontaneity, fervor and abandon. Here Monday's dawn heralds the official beginning of *Jour Ouvert*, locally called Joo-vay (literally, open day). The compelling beat of the calypsos as rendered by the "steel orchestra" draws the mobs into the streets, jubilant and carefree, to revel until Wednesday morning. The metallic melodies of the steel bands, fashioned out of dustbins, sawed-off oil drums, discarded car parts and junk iron, have been dubbed music of the garbage dump. Nevertheless, its accom-

## ... AN UNBRIDLED, ALL-STAR SHOW

plished exponents concoct their sounds with such charm that carnival in Trinidad and the West Indies has a spice unequalled anywhere else.

Almost within earshot of Trinidad's throbbing calypsos, Caracas, despite its modern-day sophistication, throws off its respectability and eagerly embraces the wanton spirit of carnival. Here too there are parades, dozens of queens, scores of floats and countless dances, public and private. Masqueraded *comparsas* have a penchant for folklore traditions, bedeck themselves to represent such popular themes as "The Little Dancing Donkey," "The Guarandol Bird" and "The Snake Dance."

In Colombia, Baranquilla is the only major city that puts on a full-fledged, official carnival. As a result, the city attracts celebrants from all parts of the country for the three-day holiday. For the wealthy there are dances in the hotels and at numerous social clubs; for the poor there are *cumbias* and *porros*, the popular music of the Colombian coastal area, played tirelessly at innumerable open-air dance floors across the city. One of the outstanding features of Baranquilla's carnival is the Battle of Flowers. During this enchanting ceremony, a duel of blossoms takes place between the lovely occupants of the floats as they pass each other and release broadsides of roses, gardenias, and other tropical flora.

Carnival's gaiety respects no pocketbook, no social station, no age. In Panamá groups of teenagers pile into a truck, organize or hire a little combo consisting of fiddle, accordion, maracas and bongos, and endlessly sing, dance and shout while riding the carnival route. For the aged, carnival is a fountain of youth, a therapy for their ailments. Few sights are as charming as a 70-year-old grandmother—head proudly tilted, lips smiling slightly, hands on hips coquettishly—doing a rhythmic *tamborito* with all the grace and aplomb becoming her years. The same bug which infects adults also bites youngsters of three and four who soon forget their bashfulness to explore the dance floor themselves.

More than parades, dances or masquerades, the force of carnival anywhere is in the participants' attitude. For the person who frowns on a bit of nudity or a touch of ribaldry, who scorns frivolity, who disapproves of a little tipling (or a lot), carnival is repulsive and fraudulent. The would-be carnival reveler must be willing to shed his inhibitions and be prepared



From Montevideo to Havana—revelers succumb to carnival madness

## HAVE A BALL TODAY . . .



to shield himself with a formidable sense of humor. Without these defenses, the Halloweenesque practices and pranks not uncommon in carnival, can rub the wrong way.

**FLOWERS & FLOUR.** In Panamá, for instance, a common carnival ritual, particularly in smaller towns, is for the revelers to spray each other with water. This also happens in Caracas and in Lima, although in the latter city the affair gets more complicated—and more colorful—since the water often is dyed blue, red or purple. This good natured tradition is further embellished with the addition of flour bombs—sacks full of white, powdery flour dispatched with uncanny accuracy.

Buenos Aires' celebrants have a similar diversion. Here they fill balloons with water to bombard the crowds, ostensibly to stimulate their enthusiasm rather than dampen it. Another popular Buenos Aires prank is the ether gun, a discharge from which leaves the victim either completely elated or stone cold. During Barranquilla's lovely and dignified Battle of Flowers, inevitably there are one or two rascals who include an overripe tomato or banana in the cascade of petals. To the humorless victim who can't manage a good-natured ha-ha at the sight of an egg yolk oozing down his clown suit or a bag of flour bursting over his head, carnival can be quite a cheerless affair.

Fortunately, carnival does have its end. With the dawn of Ash Wednesday, the drums and trumpets die, confetti flies no more, dancing feet finally come to rest and sleep-heavy lids fall together. The traditional purpose of carnival—a farewell to the pleasures of the flesh before the 40-day abstinence of Lent—has once again been riotously fulfilled. In Panamá the spirit of *Dios Momo*, sovereign of carnival, is symbolized by a sardine. By the feeble light of early morn, the little fish is solemnly put to rest in a sandy grave by the Pacific, while hundreds of up-to-the-last-minute celebrants mockfully mourn and wail *Momo's* departure. At this point more than one soul, repentful, weary and assured of a monumental hangover, swears off carnivals—at least until next year.





Tête S... AND A HEAD TOMORROW  
Cot



# COLOMBIA'S INTERNATIONAL FAIR



*On the outskirts of Bogotá, 50 acres of the world's goods*



*Colombia's President (center) at U. S. pavilion*

As Colombia's Third International Fair and Exposition came to a close in Bogotá, organizers, exhibitors and visitors alike walked away with nods of agreement that this had been the most successful of this annual event first launched in 1954. Not only had the huge industrial showing shattered all records set at the previous two fairs, but it also proved its right to have a permanent major role in the country's growing industrial life. Furthermore, as the Western Hemisphere's only yearly project of its kind (Toronto's International Fair was discontinued in 1955), the fair has acquired increasing importance as a modern-day listening post of what producers around the world are making, what they are placing in the markets of the Americas and—most important—what is selling.

During the 16 days of the exhibition, laid out over a 50-acre permanent site on the outskirts of Bogotá, 1,200,000 visitors trooped through stands, booths and pavilions representing governments and some 2,000 firms from 28 American, European and Eastern countries.

These visitors were not merely window-shopping either. They studied, compared and priced 5,800 different articles, snatched up or ordered those they liked to the tune of 215 million pesos (US \$86 million at official exchange rate) by the time the fair closed its gates.

Among the eager salesmen vying for a share of this wealth were representatives from 80 United States firms, including such well-known names as General Electric, Sears Roebuck, Pan American World Airways. The United States Government also sponsored an exhibit called "Democratic Capitalism," which Colombians eyed judiciously and inevitably compared with those of the satellite countries (Czechoslovakia, East Germany). It depicted the life of James E. Barnes, average American, his family and the benefits they reap from the happy union of capital and labor in free enterprise.

Bogotá's fair emerged through the combined efforts of the *Asociación Colombiana Popular de Industriales* (ACOPI) and the *Banco Popular*, then under the management of the present Colombian Minister of Finance, Luis Morales Gómez. Battling uphill against local inertia, stinting support and outright opposition, the promoters of the idea came within two weeks of the fair's scheduled grand opening before bureaucratic driftwood had been cleared enough to get down to the actual business of erecting physical facilities. An army of



Competing for the visitors attention, products manufactured in 28 nations . . .

5,000 consisting of engineers, architects, decorators and laborers pooled their efforts and by opening day had constructed exhibit stands for 1,127 firms from Colombia and 20 other countries.

Administration of the fair is now the exclusive task of *Corporación de Ferias y Exposiciones, S. A.*, a private corporation whose principal stockholders are ACOPI and the *Compañía Popular de Seguros*. Its designated aims are to organize the annual international fairs devoted to industry and to agriculture and livestock, and to prepare exhibits of Colombian industries for showing in foreign expositions. Investments of the corporation in the permanent fairgrounds amount today to over \$5 million.

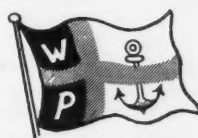
Besides being a showplace for domestic and foreign manufactured goods, Colombia's giant bazaar has become something of an arena of commerce where competitors quietly engage in the endless struggle for a larger slice of the increasingly rich Latin American consumer market. Here also is a testing ground for the product; an open forum where the United States manufacturer can compare his wares with those of his Latin American and European competitor and also get a quick sampling of public reaction to his goods.

As foreign exhibitors benefit from these activities, domestic industrialists profit from studying foreign-made products and are rallied by the challenge of competition from abroad. Thus the fair achieves its purpose of "promoting the development of Colombian industry while fostering and strengthening the bonds of friendship and economic cooperation with friendly nations."

. . . from Swedish heavy machinery to United States home appliances



## GUATEMALA LINE S.A.



### Linea Naviera

*Regular direct semi-monthly sailings from*

**HOUSTON and NEW ORLEANS**

*Serving the ports of —* **BELIZE,**  
**BRITISH HONDURAS; PUERTO CORTEZ,**  
**HONDURAS; LIVINGSTON, SANTO**  
**TOMAS AND PUERTO BARRIOS,**  
**GUATEMALA; SALVADOR (VIA BARRIOS.)**

LINEA NAVIERA  
**WILLIAM PENNINGTON**  
4a Ave. 10-42, Zone 1  
Guatemala, Guatemala

AGENTES GENERALES  
**WESTLEY SHIPPING CO., INC.**  
Sanlin Building, 442 Canal St.  
New Orleans, Louisiana, U.S.A.



# Books

## IN REVIEW

### There's Money for you in Latin America

By Frank J. Thomas  
Publicaciones Atlas,  
San José, Costa Rica,  
1956, 276 pages. \$4.

This is a unique guidebook for the independent businessman who wants to enter Latin America. The author is a young Costa Rican with an American father and a Costa Rican mother. He was educated in both the United States and Latin America. He has specialized in Latin American economic studies and is now employed in the Instituto Geográfico de Costa Rica as economic geographer and geodetic computer.

The book mentions business opportunities requiring a few dollars as well as others calling for substantial capital. To judge from the successful introduction of the dime store, the supermarket, the ice cream parlor, etc., Latin America wants some of the better things of life which North Americans have been enjoying for many years.

According to Author Thomas, Latin American investments to be considered good should bring a minimum annual return of 15 percent, and he seems to know many which bring from 25 to 50 percent annually.

However, U. S. direct investments in Latin America, other than the extractive industries, in 1955 had both a lower earning rate and a lower income rate than did the total corresponding U. S. investments throughout the world outside the United States (8.7 percent and 3.8 percent against 13 percent and 6.8 percent for manufacturing investments).

It is true these are aggregate figures, but they certainly point to the importance of a careful market investigation. There is also the problem of frozen currencies.

When individual businessmen go into Latin America, they must go with the thought of staying a long time, and they must prepare themselves by studying the language and

the market. Disappointments can be avoided by remembering that we must give a foreign market the product or service the market wants—not the product or service the market ought to have.

As a prelude to a thorough study the book may be profitably read by anyone who contemplates Latin American investments in one form or another.

Gerard R. Richter  
Professor of Foreign Trade  
The American Institute for Foreign Trade  
Phoenix, Arizona

### Escape to the West Indies

By Bradley Smith  
Alfred A. Knopf, New York, 1956  
397 pages, \$4.95, illustrated.

Aware that no one writer can spend time enough on each of the Caribbean islands to become an expert, photographer Bradley Smith wisely enlisted the aid of island residents in gathering material for this excellent guide. The blending is accomplished in the author's own words, however, and his personality emerges on every page to give the book wit and charm.

The volume covers the entire Caribbean island by island, offering generous helpings of history, local color, advice on what to see and do, and vital information of every sort for the visitor—especially the first-time visitor.

One can forgive the occasional errors (Christophe marching his men off Haiti's Citadelle "into the sea" when the sea is actually miles away) and the occasional unevenness. In a project of this magnitude such flaws are inevitable. More important is what the book does well, and it does an amazing number of things astonishingly well.

It touches at least briefly on everything under the Caribbean sun, from

the lace-makers of Saba to the poetry of St. Lucia's Derek Walcott. It is accurate where accuracy counts most, in its overall impressions. Despite the misplaced Citadelle, for example, the overall picture of Haiti is one of the best brief reports on that country this reviewer, who has lived there, has ever seen.

Every page is packed with real information, and "packed" is the word, for Mr. Smith writes with the photographer's feel for the essential detail.

Yet the reader who expects this to be a mere encyclopedia will find himself pleasantly mistaken. The book will be read as eagerly by the stay-at-home as by the traveler planning a West Indies vacation.

With more than 100 magnificent photographs by the author, *Escape to the West Indies* is one of the most handsome volumes in the bookshops. An added recommendation is that material likely to become outdated is sensibly placed in an appendix where, when no longer reliable, it will not interfere with the reader's lasting pleasure in the book itself.

—Hugh B. Cave  
Lecturer and Writer  
Warwick, R. I.

### The United States in World Affairs

By Richard P. Stebbins.  
(Council on Foreign Relations)  
Harper & Brothers, New York, 1956  
\$6.

It is now already 1957, so perhaps the big events of the calendar year 1954, the period covered by this "concise record of the participation of the United States in international affairs," are dimmed by time.

But there were really events in 1954 of historically important meaning, as this successful presentation makes clear.

A listing of the biggest must include continuing economic and military measures designed to bolster friends and discourage the unfriendly; the deadlock revealed at the Big Four conference in Berlin on German unification, on European peaceful security arrangements, and on the Austrian peace treaty with Russia; the ensuing post-conference activities by Moscow outside the Big Four that brought a treaty to Vienna and diplomatic missions exchanges by West Germany and the Soviet Union; the Red Chinese supported victories in

Northern Indochina; the defeat of the Western diplomatists and President Eisenhower's at least temporary publicist victory at the Geneva conference; the infamous scuttling of the European Defense Community by French politicians; West Germany's "coming of age" as signified by admission into the North Atlantic Treaty Organization; and the first anti-communist revolution of any peoples since World War II—with consequent establishment of a democratically oriented government in Guatemala.

With these events the United States was closely involved. All of these, and more, represent the burdens of international affairs of a nation that less than a quarter of a century ago undoubtedly favored, by a sizeable majority, keeping its nose out of other peoples' problems.

But the fact that these 1954 events took place, literally, under the shower of radioactive fall-out after the Bikini thermonuclear explosion—and those behind the Iron Curtain—should be unarguable proof that there is no turning back to the old comfortable days of isolation.

In preparing this volume of the regular series of *The United States in World Affairs*, Mr. Stebbins has been able to spend several months in Europe "to study the impact of American foreign policy on the Atlantic community during the year under review." This cannot fail to give greater surety to some of Mr. Stebbins' conclusions.

But this may be the very reason that the few pages devoted to the Western Hemisphere seem to represent inadequate treatment of U. S. involvement in economic and development problems throughout Latin America. The Tenth Inter-American Conference at Caracas is so summarily presented that the result is bound to disappoint those with strong interest in the Americas. Finally, the greatest regret is likely to be aroused after reading the account of Castillo Armas' dispersal of pro-communist forces in Guatemala. To call this an "almost insignificant" civil war from the military point of view may permit a literal contrast with the Spanish Civil War, for instance. But the Guatemalans' courageous rejection of a pro-communist government must rank high as a symbol of what a people must do to be free. At this moment of the similar, but thus-far unsuccessful Hungarian effort—which must also rank low in terms of "troops, aircraft, battles"—the Guatemalan example must take on new significance.

This volume is the first in the series published since 1931 that attempts to emphasize topical rather than

chronological presentation of information. This should make it and succeeding volumes even more valuable than they have proved to be in the past.

—Maurice Needham

Tulane University  
New Orleans

## Guatemala

By Amy Elizabeth Jensen  
Exposition Press, New York, 1955,  
246 pages, \$5.

Capitalizing on current events, Miss Jensen has written what the publisher calls "A Historical Survey" of Guatemala, although nearly one-half of the book is concerned with the last 10 years. Miss Jensen sketches Guatemalan development from the time of the aborigines until 1945 with uneven detail and accuracy. The coverage is chronological, broken in part by administrations in republican times and by topics in colonial times.

Contrary to the publisher's claims, the work is not documented; there are no footnotes, references of any type to sources used nor a bibliography to give the reader a clue as to the authority for the numerous errors and misinterpretations that appear on these pages.

For example, on page 72 it is alleged that the Central American constitution provided "for a president to administer the federation and a chief of staff as a governor of each state."

The constitution does not use the term chief of staff, but if the author is using the expression in any of its normally accepted senses, she has misunderstood the confederation. The states were, in fact, ruled by their own duly elected governors without concern for the federal government.

England did not offer the confederation \$7,000,000 as a loan "as soon as Morazán had taken office." This loan was proposed and a fraction of it paid to Guatemala about four years before the name of Morazán was known outside Honduras.

Central America had movements for independence as early as any of the Spanish colonies, and the people were not "uninformed" of the rebellions elsewhere.

Miss Jensen declares that except in Guatemala and El Salvador, each state had two capitals in federal times. It is true, but only in the same sense that Guatemala had two: that is, there was more than one capital but not at the same time. Costa Rica, in fact,

had four, but the site was rotated.

President Justo Rufino Barrios did not "hate Catholics." A more nearly correct comment would be that Barrios opposed the influence of many of the clergy. But he was a Catholic, his children were reared as Catholics, and his close advisor was the Vicar General, Juan Bautista Raúl.

Rafael Carrera did not make a "deal . . . with Britain [that] was to become a perennial problem for Britain and Guatemala." That difficulty was created decades earlier by wood cutters of both English and Spanish nationalities. Nor should Carrera be given credit for making Guatemala "a separate, independent republic." When the other states of Central America withdrew from the confederation, Guatemala became a "separate, independent republic" by default.

Trivial mistakes abound. There are errors in the index. On page 69 the year 1882 is twice substituted for 1822. Barrios' son went to West Point, not Annapolis. Guatemalans do not refer to García Granados as "Granados," and Filisola would not be mistaken for Filisola by one who attempted to pronounce the former.

There are also many contradictions: Estrada Cabrera had "no particular ability," in spite of being "strong, smart," a "shrewd lawyer" with "an amazing memory." Juan José Arévalo, it appears, was a "mystical, impractical reformer" on page 140, but "a clever, scheming politician" one page later.

Some eyebrows might be lifted at declarations that the Monroe Doctrine was the real beginning of independence for Guatemala and Central America, or that "There was bitter party hatred within each state, each having two parties—."

This may all be captious reviewing, but one has a right to question the major conclusions of a book that appears to have been so rapidly assembled.

One is left with the impression that somehow the Spanish administration, cruel and ruthless for centuries, left Guatemala open for communism in the 20th century. How this happened is not clear in the text. Apparently, the United States is also to blame, for our interventions "kept Guatemala from understanding democracy." One finds it strange, then, in the epilogue, to learn that the solution to Guatemala's ills lies in increased activity by the United States in Guatemala.

Thomas L. Karnes  
Assistant Professor of History  
Tulane University  
New Orleans



# Around the Hemisphere

**KNOCKING THE NEUROTIC ROCK.** A skyrocketing United States export, rock-'n'-roll, has pulsated its way the length of the hemisphere, inflaming teen-agers to outrageous antics and jangling the nerves of watchful authorities. In Mexico City, hearing that the rock's embodiment, Elvis Presley, hoped to perform there, the government issued a stern "No"; labeled the "Pelvis" and his music as "lacking esthetic value and markedly pornographic." ... In Cuba, after weeks of bubbling pro and con argument, the island's minister of communications came out for the cons. Said the ordinance which banned rock-'n'-roll programs from TV: "immoral and profane." ... Far down the continent, in cosmopolitan São Paulo, Brazilian cats demonstrated how hip they are to the pounding sound by climaxing a showing of the film, "Rock Around the Clock," with a riot marked by stomping in the aisles, impromptu strip teases and clashes with the police. The state governor called for "drastic action" and a juvenile court judge barred hipsters under 18 from the movie because it is "frenetic, hallucinating... and causing neurotic spells..."

**UNFINISHED MELODY.** Buenos Aires' famed "Teatro Colón" has come up with labor problems of its own. Seven recalcitrant musicians of the opera house orchestra, indignant over a proposed ability test designed to weed out incompetent players, refused to submit to the humiliating trial. As the powerful Argentine Syndicate of Musicians backed them up, the theater management threatened wholesale firings and Buenos Aires' music lovers forlornly saw their upcoming winter season going up in dissonance.

**THREE STRIKES AND STILL OUT.** For the third consecutive year, Russia's suggested candidate to serve as correspondent for "Pravda" in Mexico City has gotten the thumbs-down sign from the Mexican government. At the otherwise well-staffed Russian Embassy in Mexico City, appropriately located on Avenida de la Revolución, the third rejection came as no surprise.

**HIT PARADE TUNE.** As Russia's new envoy to Argentina arrived at Buenos Aires' Casa Rosada recently to present his credentials to President Pedro Aramburu, the customary band was present to play the customary national anthem. Instead of the "Internationale," however, out came a spirited "Stars and Stripes Forever."

**LONG ARM OF THE REVENOOR.** The weary United States taxpayer need never feel abandoned this time of year, not even in mountainous Bogotá, Colombia. There the United States Internal Revenue Service cheerfully made it known that a pair of its representatives would spend a week amongst the American colony, helpfully lending a hand in the preparation of income tax forms---for nothing, too.





# **TACA** *International* AIRLINES

Serving Central America, Mexico & Panama



For a quarter-century, TACA has served Central America, Mexico and Panama. Flying the fastest, most direct routes, TACA offers luxury passenger service and "on-time" cargo handling. Specify TACA—for the finest service south.

**In the U. S. A. and Europe Contact Any Office of**



**General Agents For TACA International Airlines**

For 16 consecutive years, winners of the coveted Inter-American Safety Award.



"Million-Miler" Captains, courteous, competent personnel assure the ultimate in service—via TACA.



P. O. Box 428  
Kenner, La.

22 W. 48th Street  
New York, N. Y.

327 S. La Salle St.  
Chicago, Ill.

# Always

## Guatemala says:

A WARM WELCOME WAITING FOR YOU

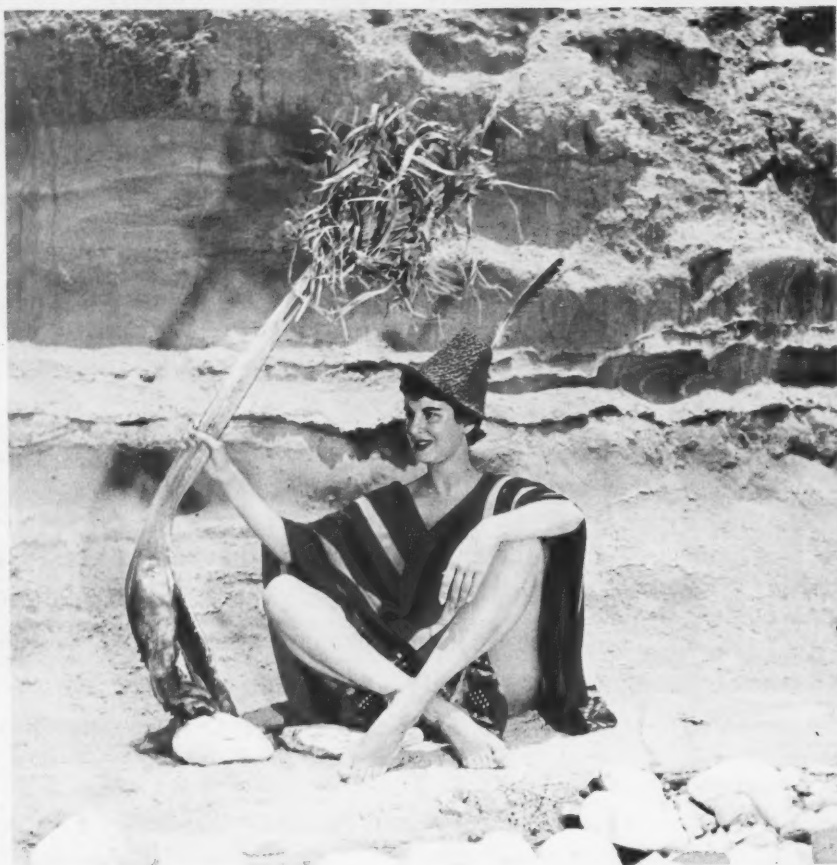


PHOTO BY MATA

MAY 9 TO MAY 12  
HOST TO  
SOUTHEASTERN CHAPTER



# Guatemala

**LAND OF THE ANCIENT MAYAN GODS**

FOR FURTHER INFORMATION: Consult Guatemalan Consulate or write directly to  
Direccion General de Turismo, Guatemala City, Guatemala.

